

How to prepare the best presentation: 3 useful tips



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A lot has been said on this topic, yet it remains a sort of a mystery to many of us, even for those who do presentations regularly (in the same way, there are never ending discussions and opinions on how to prepare a best coffee). This issue complements by high responsibility of delivering important information – be it a market entry decision, project investment analysis, M&A, shareholder reporting, etc.

Let us make this clear: there is no one rule on how to best prepare for a presentation. The best method comes from years of experience: giving presentations, receiving feedback, coping under stress, speaking with focus, editing out unnecessary details and understanding audience expectations.

But a speaker needs to start somewhere. And I believe the starting position has to be a pen and a piece of paper with the following 3 action headings written on it:

1. What is the aim of the presentation?
2. What are the key takeaways?
3. What is the key information that supports the aim and leads to the conclusion?

Let me give you a personal example that demonstrates how to approach presentation preparation and how to efficiently present it. This example comes from my time teaching judo to vision-impaired children. You are probably asking yourself ‘how can this help me in business?’. The answer is to keep it simple by breaking down complex elements and by not rushing with explanations and details. In this way, you will accomplish four things:

1. You will concentrate on what really matters.
2. You will gain the necessary attention from your party.
3. You will minimise discrepancies and mistakes.
4. You will absorb complex information and make the right conclusions.

Spend time to draft an outline. Then elaborate on it by adding short phrases, which will keep the outline focused on the main deliverables. And, of course, reread and proofread the outline at least 3 to 5 times.

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