

The Golden Book of Business Presentation Skills: Quick and Easy Tips to Make Powerful Presentations by Prajeet Budhale; Bloomsbury (2021)



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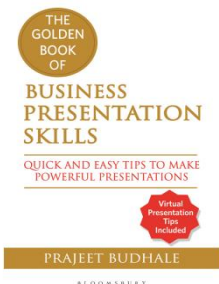

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INTRODUCTION

This book is not for generic business presentation tips. However, it provides several tried-and-tested presentation elements. It will help the presenter to enlighten, influence, and excite the audience. Each chapter is segmented into “Know” and “How” sections to help you grasp the idea and use it in your business presentation. This book will help readers maximize their presentations to a group, relevant stakeholders, or a digital/online presentation. For example, learning to promote yourself professionally,

amaze your audience, start, end, and transition your presentation. It also includes ideas on designing a presentation outline, practicing, and presenting. This book presents eight golden steps for delivering business presentations: 1) understanding the target audience's viewpoints, 2) mastering the topic of the presentation, 3) outlining the presentation (e.g., topics, structure, rules), 4) summarizing the presentation, 5) handling the questions effectively and straightforwardly, 6) concluding the comments and responses effectively, and 7) using both verbal and non-verbal communications effectively during the presentation., and 8) the way forward, beyond this book. A business presentation must be well-prepared and consider ways to impress the audience (Sweeney, 2003). Moreover, a presenter must have an idea to map their mind to organize their talks during the presentation (Buzan & Abbott, 2006).

Chapter 1: This chapter emphasizes the importance of understanding the audience's needs and expectations. It is also necessary to know their backgrounds, such as age, education, experience, and tenure. The information can be used to design and organize the presentation's materials and its delivery method. This chapter also suggests that the presenter should explore more engaging, informative, inspiring, and professional presentations to obtain valuable input for future skills development. For example, using TED Talks videos will help learners or presenters to improve their language production and business vocabulary (Karunakar, 2019). It can be used as a tool for an extensive listening task (Kimura, 2013).

Chapter 2: This chapter describes how to personalize yourself as a professional presenter, thus building your image and personal branding. Personal branding is essential to show credibility, acceptability and desired perception. The presenter's credibility and acceptance stem from their possessions. It derives from the skills and knowledge of the presenter. Moreover, the author describes two influencing factors: experience and expertise. Experience proves our success. It shows our inner strength and capability-based initiatives that yield positive results. Yet, knowledge and skill help us to succeed. Success requires expertise, such as educational qualifications, certifications, exams, or subject matter expert knowledge. This chapter also provides a tool for establishing your personal credibility.

Chapter 3: This chapter presents key techniques to capture the audience's attention, expectations, and tone. This section delineates headlines' importance in building curiosity, interest, and mind space. Firstly, it begins by selecting the presentation headline to engage the audience and motivate them to join the presentation. Secondly, a presenter should create an agenda that includes objectives, time, steps, and consult the agenda with the audience. Thirdly, the author emphasizes the need for setting up the ground rule to help the presenters manage and organize their presentations. It also describes how many ground rules need to

be set; too much is too little. At the end of this chapter, the author provides a tool to help the readers understand how to set the context for a professional business presentation.

Chapter 4: This chapter describes the DIET framework for building a presentation. DIET stands for data points, impact on the listener, emotional connect, and trial close for acceptance. This section elaborates on these four components with some statements examples. Moreover, the author also describes the art of summarizing the business presentation, such as building trust, recency, and a platform for questions. At the end of this chapter, the author provides a tool for identifying necessary contents using DIET.

Chapter 5: This chapter presents the strategies of handling questions after the presentations. It elaborates on setting the end time, raising hands, asking crisp questions, helpful questions, and the one-person talk rule. More precisely, the author explains the ARC method (acknowledge, respond, and check for closure) to deal with the audience's inquiries and comments. Each ARC element is also described. At the end of the chapter, the author provides a tool for organizing the Q&A session after the presentation. It will guide the presenters in setting the time and preparing the critical questions for the presentation. It can also include some anticipated questions in case the audience asks for details of the idea.

Chapter 6: This chapter describes how to summarize your presentation comprehensively and effectively. The author provides some practical considerations in summarizing the presentation. It includes the key points and next steps actions using the 3W method (what, who, and when). The details of the tool are provided at the end of the chapter.

Chapter 7: This chapter presents several considerations in using verbal and non-verbal communication during the presentation. It provides some illustrations of presentation contexts, such as diving deep down memory lane to understand and compare the excellent and worst presentations. The author also provides a practical strategy to evaluate your presentation by self-reflection. This section also consists of several tools presenters can use to improve their presentation quality, exceptionally verbal and non-verbal communication. Moreover, the author also describes virtual presentations and some considerations the presenter should consider when dealing with a virtual audience. In addition, some examples of virtual tools are also provided. At the end of the chapter, the author provides a tool to assist presenters with what types of communication they should use in their presentations.

Chapter 8: This chapter describes some ways of measuring the presenters' performance. It contains the Business Presentation Excellence Scorecard, such as self-evaluation and listener/audience evaluation. Several samples of the instruments are also provided to help presenters and audiences perform evaluation and reflection.

CONCLUSION

This book provides practical considerations for preparing, conducting, organizing, and evaluating a professional business presentation. The chapters are systematically structured so the readers can follow the book easily. However, this book has some limitations, such as the lack of visualization (e.g., videos, images) and links to external sources where readers can watch and learn from them. Delivering a business presentation is a skill-based activity, thus requiring the presenters to have enough exposure to real-world practices other than textual presentation. We suggest readers from business administration students, business doers, hospitality industries, and other relevant stakeholders read the book and actualize in real-world training to develop the participants' presentation skills.

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