



PRESENTATION SKILLS AS A KEY SUCCESS FACTOR

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LESSON 01 – Part 01 – Audience

Alright, let's jump right in. Let's look at how you can prepare for your presentation. Well, first of all, it's absolutely crucial that you understand your target audience. And just think about the typical audience you present to. That might be your regular colleagues and maybe you're a direct manager. It might be a prospective customer when you're trying to convince about maybe buying something from you. It could be a high level leadership team, it could be external business partner, like a 3PL warehouse provider, for example. Or it could be a very large audience. Maybe you're speaking in front of hundreds or possibly thousands of people. This all has a huge impact on how you prepare your presentation and I'd like to be sure that you understand the differences when we have these various audiences. Let's look at that. First of all, you need to understand what's their level of knowledge are. You speaking about a completely new project that nobody has ever heard about. You're going to need to give some input about that. You're going to need to give them some information. Also, are you speaking with internal people who understand, I don't know, an ETA from a 3PL Or are you speaking to somebody external who doesn't understand this sort of lingo And also be sure to adapt your language to it. Also, is the audience aware of ongoing issues, for example So if you're giving an update here, can you really assume that they know something Or again, do you need to explain what the situation is before you can speak about detail I mentioned before, maybe you have a huge audience What does the group size mean Well, consider that a major audience might not be very interactive with you because they're only going to be in listening mode. So if you do want to get questions, for example, from a major audience, somebody might need to hand out a microphone. Or if you're doing a huge zoom webcast, you might need to have a specific license for that. And maybe you'll ask people to submit questions in the chat and somebody else will have to support you during that. This also defines the presentation design. If you have a huge audience and you're showing numbers in your presentation, the people in the rear won't even be able to see them. So also keep this in mind I mentioned before technology. So maybe a microphone, maybe you need a presenter, that sort of thing. This is the kind of detail that some people don't consider in advance and it's very useful to know which technology might be

useful. Major audience, for example, might need a microphone whilst nobody can hear you. Granularity. Now what do we mean with granularity You need to decide based on your audience to which level of detail you go to. Because if you're speaking to, let's say, a team that's very much in the details of a project, then obviously you can also go into details and really speak about the nitty gritty. If that's relevant to this group, you might be speaking to a group of high level managers. Then here maybe the big picture is the right granularity and you don't even go into any details, but you just make sure that they understand what's happening. Roughly hand in hand with this is a typical quick update. So maybe you've been working on something for months and months and now you get your opportunity to speak in front of high level management again. And they only give you five minutes to speak about a huge project that's been lasting months. How do you do that Which details do you provide here Which overview do you give This is very relevant because if you go too much into detail, this group will probably be overwhelmed board whatever they want to have headlines only. What's their stance Are they supportive or are they kind of opposing you Do you think that they're indifferent so they don't really care about what you're saying Are they very interested and are they challenging what you're saying Or would they really confirm and like what you're proposing This has a huge impact, of course, also on how you design your presentation, how much you allow interaction. For example, do you allow questions in the beginning or do you ask them to pose the questions at the end Keep this in mind and all of this should be tailored to your specific audience I mentioned before. Maybe it's just your regulars, but maybe you're speaking to an external group. Keep this in mind that make sure that you adapt your presentation and you build your presentation based on the audience, on the target audience that you're expecting here. so you know which audience to expect now. Now, be sure that you know what's the message you want to deliver Do you simply want to inform them Is this maybe to have a big celebration Is this to pick up a decision from a management team Do you maybe have to deliver bad news Or are you trying to convince somebody This is just five examples of the kinds of messages that you might want to deliver during your presentation. Why is this so important Well, keep in mind that this impacts your choice of words. The tone of your voice, your mimics, the presentation design. This has all sorts of impacts. And again, be sure to tailor this to your specific audience. I know I've said this already before, but it's so crucial and so many people don't do this. And that's why I really want to make sure that this is something that you gather from this input here.
