



Short & Sweet

Effective Presentations in Minutes

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"According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy."

---Jerry Seinfeld



Questions...

- What makes a presentation ineffective?
- What makes a presentation effective?

Before you start...

Look back from the future

- Who was in the audience?
- How did I connect directly to them?
- How will they answer “What did you just learn?”

The answers define your

“audience-specific objective”

Start

- Make the connection
- Make a good first impression
 - You're prepared, so be confident!
 - Stand/sit up
 - Smile
 - Speak clearly
- Introduce the
audience-specific objective



The Message

- Lots of rules
 - Rule of 3 (main points)
 - 6-6-6 (slides, bullets per slide, words per bullet)
 - 10/20/30 (# slides, duration, font size)
- **Support the *audience-specific objective***

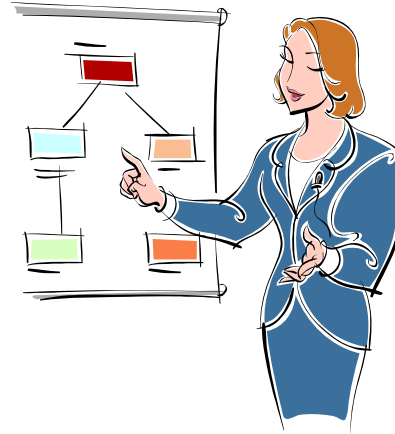
Closing

- Summarize
 - Re-state the *audience-specific objective*
- Call to action
- Stay for questions



Try it Yourself

- At work
- At an APICS meeting



- Preparation builds confidence
- Knowing your *objective*, and sticking to it, helps you to be clear and concise

Royal Advice

"Begin at the beginning" the King said, gravely, "and go on till you come to the end; then stop."

Alice's Adventures in Wonderland - Lewis Carroll



Sources and Resources

- http://www.presentationhelper.co.uk/presentation_structure.htm
- <http://pistachioconsulting.com/10-minutes-to-a-presentation-that-rocks-much-more/>
- J.T. Clark: “Making Effective Presentations”, American Production and Inventory Control Society 24th Annual International Conference, 1981
- Use any search engine

“APICS PDM attendees will be motivated to try a presentation themselves, recognizing that preparation will help their confidence and staying focused on their objective will help them be clear and brief”