

# Executive Summary: Presentation Survey January 2005



*Any fool can make something complex – it takes genius to simplify.*

— Jack Welch



## The Bottom Line

What does it take to get results when presenting to decision makers?

- **Know your audience**
- **Know your message**
- **Know the limits of PowerPoint®**

That is what decision makers and employees from over 200 companies say create results in business presentations. Whether you are selling a \$1 million proposal to a prospect, seeking funding for a new corporate initiative or attempting to establish a critical strategic partnership, your audiences know what they want.

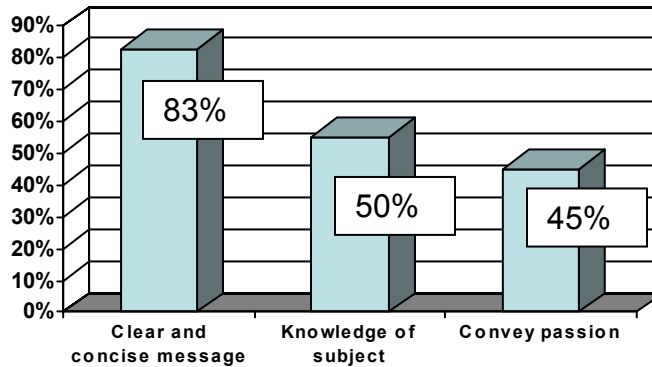
The cost of “not connecting” is high. **Let 2Connect be your “ounce of prevention” to ensure you get it right – the cost effective way – the first time.**

The following survey summary includes:

- What respondents say works...and doesn't work in presentations
- How you can use the results
- A profile of survey respondents

# What Works?

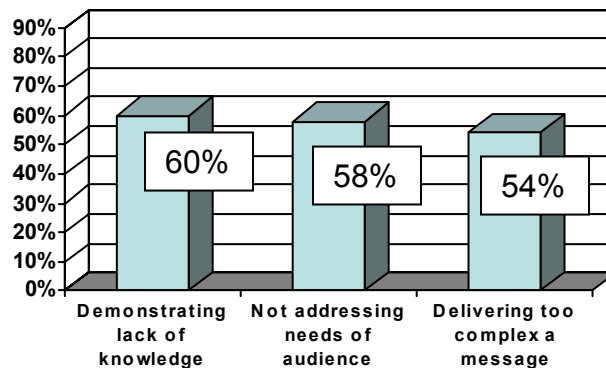
When asked, “What will increase the likelihood of you supporting an initiative during a presentation?” the clear winner is....have a clear message. The top three responses are:



These three responses create a ripple effect. When you communicate a clear message, you are demonstrating knowledge of your subject. And when you know your subject, it is easier to convey passion in a natural and authentic manner. Combine these three items and watch deal makers gain interest in what you have to say.

# What Doesn't Work?

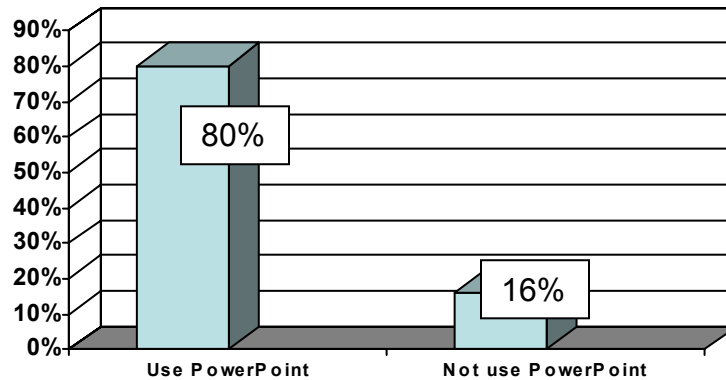
Demonstrating lack of knowledge “will kill a deal in a presentation” which reinforces the response above. However, respondents also noted that not addressing the needs of the audience and delivering too complex of a message can be equally significant deal killers.



# Does PowerPoint® Help?

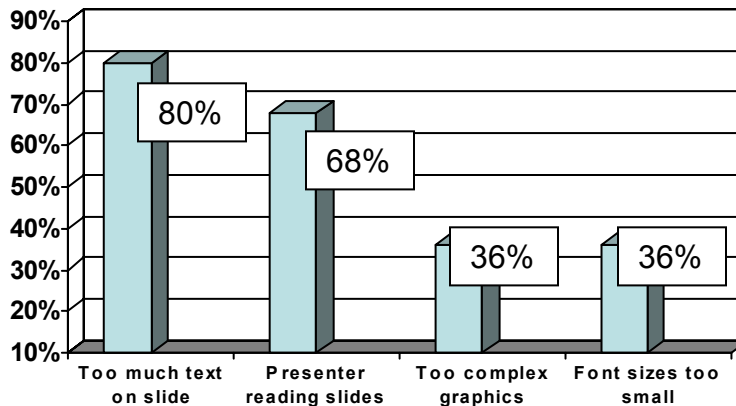
## Yes...

The overwhelming majority of respondents prefer presenters to use PowerPoint®.



## But...

**If used incorrectly, it can possibly kill the deal.** Audience's biggest frustration with PowerPoint® is seeing too much information on the slides. Add to that a presenter who reads their slides and the power of PowerPoint® can become fatal. The top four frustrations with the use of PowerPoint® are:



The take-away for presenters is that creating frustration with PowerPoint® is optional. Keep your slides simple if you want PowerPoint® to help you seal the deal.

# How Can You Use This?

## KNOW YOUR AUDIENCE

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Audiences want presentations to be about them: their needs, their goals, their objectives. Get into the shoes of your audience and relate your message to them. Questions to consider for your next presentation:

- Who is your audience and what are their needs? Remember, it's all about them.
- How does your topic address their needs? If it doesn't, why are you taking up their time?
- Will you spend more time analyzing your audience or creating your slides?

## KNOW, AND BE PASSIONATE, ABOUT YOUR MESSAGE

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33 million presentations are delivered every business day. Audiences don't want to work to understand, and get excited about, your message. They want the message to be simple, clear and passionate. This, in turn, will help communicate that you know your material. Questions to consider for your next presentation:

- What is your clear and concise message? Could you print your message on a t-shirt?
- What does your audience **not** need to know about your subject? Be brutal.
- Have you simplified your message? Simplicity leads to clarity.
- How do you let your passion come through?

## KNOW THE LIMITS OF POWERPOINT®

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Clearly, PowerPoint® can be a powerful tool in communicating a message. The caveat is to use it sparingly and use it well. Simple slides clarify the message. Complex slides cloud the message. Questions to consider before your next presentation:

- Does this presentation need slides? Martin Luther King's didn't.
- Are your slides simple? Think billboard.
- Could you read your slides from the back of the room?

# Whose Ideas Are These?

The 211 respondents represent:

- Sizable companies**      Nearly 60% were from companies with revenue over \$10 million.
- Diverse industries**      The predominant industries represented include the pharmaceutical, biotech, high tech or professional services industries. Other industries represented include medical devices, healthcare, manufacturing, academia, financial and retail.
- Decision makers**      62% are certain to be decision makers in presentations (CEO, executive or manager/supervisor). The rest of the respondents are fairly evenly divided among engineers, scientists, marketing/sales or professionals.

## The Bottom Line Revisited

To achieve results from presentations, a presenter must:

- Know their audience
- Know their message
- Know the limits of PowerPoint®

**Easy to say. Difficult to do.**

**Engage 2Connect** to ensure that all of your presentations hit the mark...the first time.

# Who is 2Connect?

2Connect is a San Diego-based training firm that helps you close deals. We specialize exclusively in providing presentation training and coaching. The following services can provide that “ounce of prevention” to ensure that your next presentation gets results...the first time.

## Presentation Training

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2Connect’s one-day workshops are filled with practice, videotaping and feedback to help presenters polish their skills and connect with their audiences.

Presentation workshops offered through 2Connect include:

**Presentation Primer**

Start off on the right foot

**Presentation AdvantEdge<sup>2</sup>**

Take your skills to the next level

**Presentation AdvantEdge**

Master the fundamentals

**Facilitation AdvantEdge**

Get your audience involved

## Presentation Coaching

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2Connect provides individual and small group coaching that is tailored to meet a specific presentation objective. Our customized coaching services include:

- An up-front assessment
- One-on-one coaching sessions with videotaping
- Email and phone support

## Partial Client List

Below is a partial list of the clients 2Connect has served.

Amylin Pharmaceuticals	Fair, Isaac
Baker & McKenzie	Heller Ehrman
Baxter Healthcare	KPMG
BAE Systems	Marsh
Cardinal Health	Proflowers
Élan Pharmaceuticals	Washington Mutual Bank