



THE FUNDAMENTALS OF BUSINESS PRESENTATION

5 Simple Rules

https://www.youtube.com/watch?v=hT9GGmun-dag&feature=emb_logo

1

Rule 1.

Treat your audience as KING

2

Rule 2.

Spread IDEAS and MOVE people

3

Rule 3.

Help them UNDERSTAND

4

Rule 4.

DESIGN not decorate

5

Lesson 5.

Build RELATIONSHIPS with Audience and Slide

FIVE SIMPLE RULES

RULE I. TREAT YOUR AUDIENCE LIKE KING



Their wish (needs and interests) is our **command** (guiding **star** for **decision** making)

1. Do
2. Reasons
3. Steps





I. WHAT YOU CAN DO FOR THEM

- Benefits
- Solutions
- Best alternatives
- Best Strategies
- Easiest steps



2.WHY ADOPT YOUR VIEW (ARGUMENTS)

Different strategies
to build arguments

Cause-
Effect

Problem-
Solution

Cost-
Benefit

Compare-
Contrast

List of
benefits

List of
risks

List of
examples



3. THE **STEPS** TO ACT

Step 1. Before

Step 2. During

Step 3. After





SUMMARY OF RULE I. TREAT YOUR AUDIENCE AS KING

Their **NEEDS** are your guiding star to make decisions.

- What you can **DO** for them
- **WHY** they need to adopt your view
- What **STEPS** they need to take to act

RULE 2. **SPREAD IDEAS AND** **MOVE PEOPLE**

- Spread ideas in an impressive and **meaningful way.**
- Include invitation to move people to **take action.**

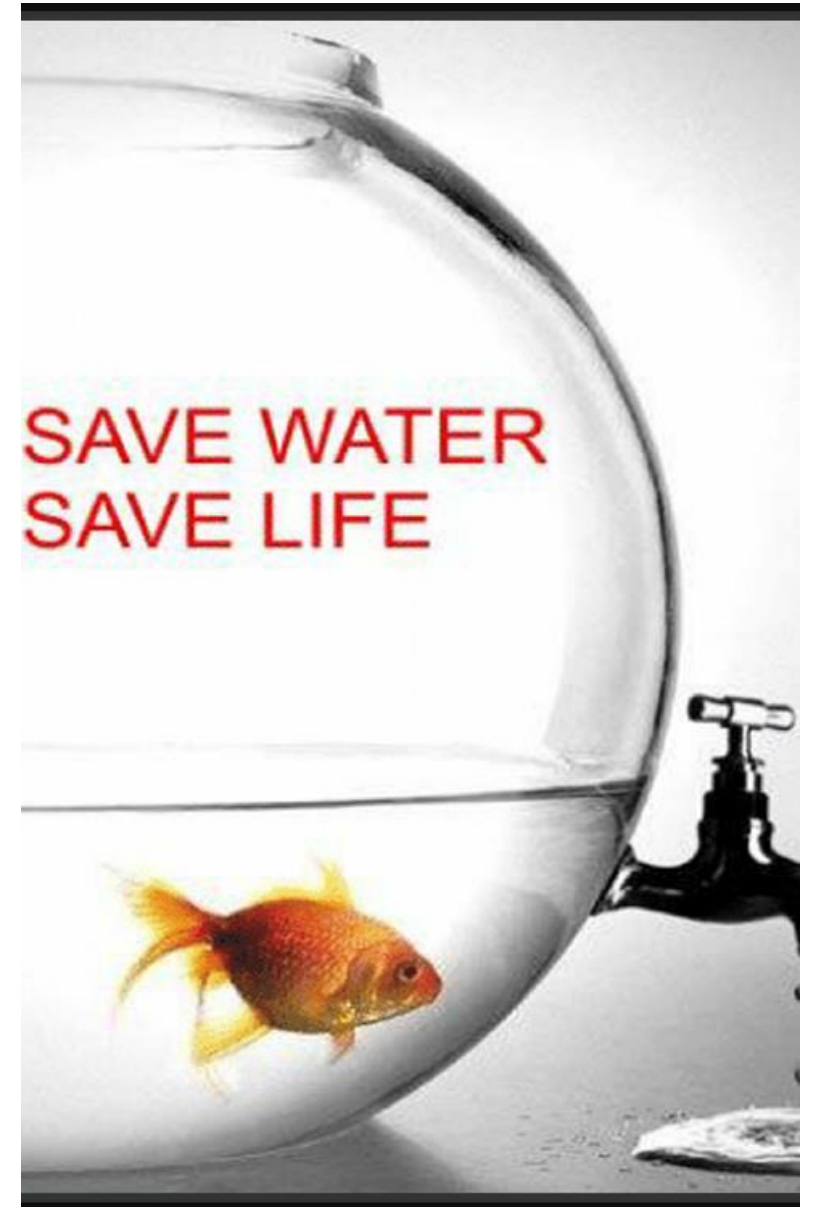




SANDRA SEMBEL

I. USE POWERFUL IMAGES

- Pictures are worth a thousand words
- Pictures enhance **meaning**
- Pictures make difficult concept easy to understand





2. THOUGHT PROVOKING VIDEO

1. Change mind
2. Change heart
3. Move people

Go to:

<https://www.youtube.com/watch?v=oU8Q27yvFuY>



RULE 3.
HELP THEM
UNDERSTAND (SEE
WHAT YOU ARE
SAYING)

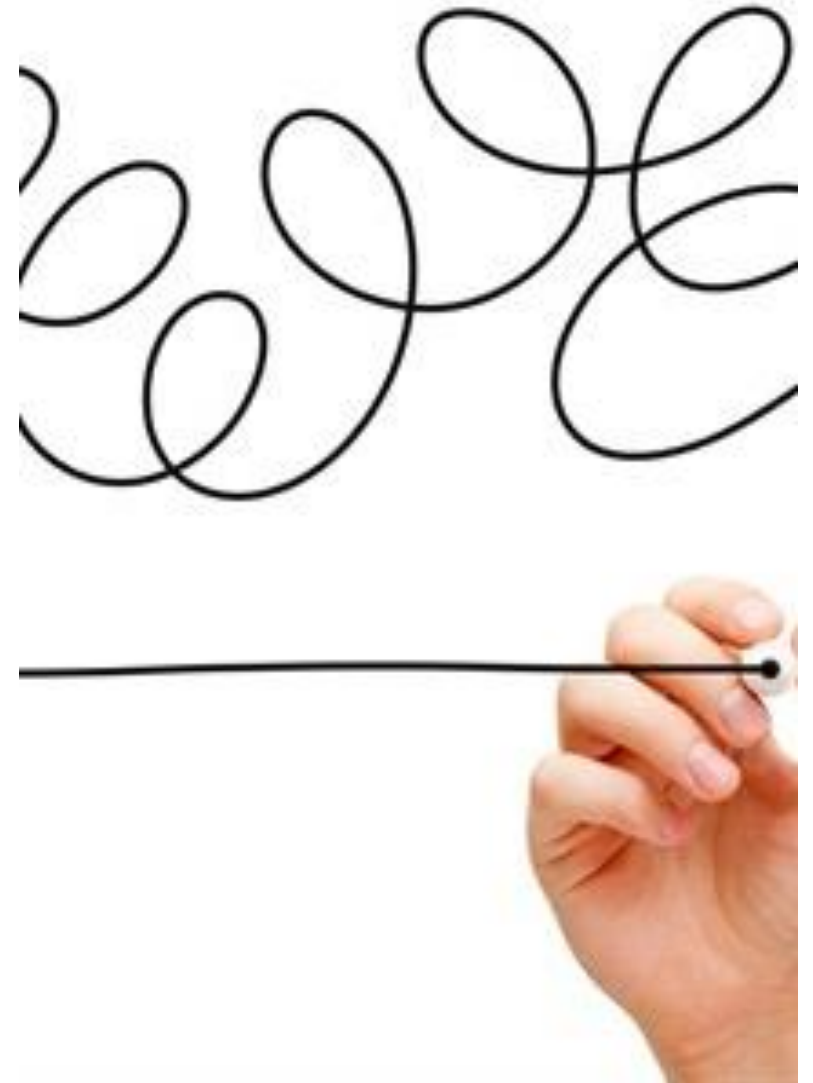
Provides learning
guides

1. Verbal and Visual
2. Graphs and Charts
3. Sequence

Customer
Satisfaction

2. SEQUENCING, GROUPINGS AND CATEGORIZING

- Organize
- Simplify
- Unclutter





Satisfied
customers =
Good business

RULE 4. PRACTICE DESIGN (NOT DECORATION)

- 1. Relevant** pictures
- 2. Meaningful** Verbal and Visual pairs
- 3. Key words** not paragraphs
- 4. Focus:** Show one item at a time



RULE 5. CULTIVATE HEALTHY RELATIONSHIPS

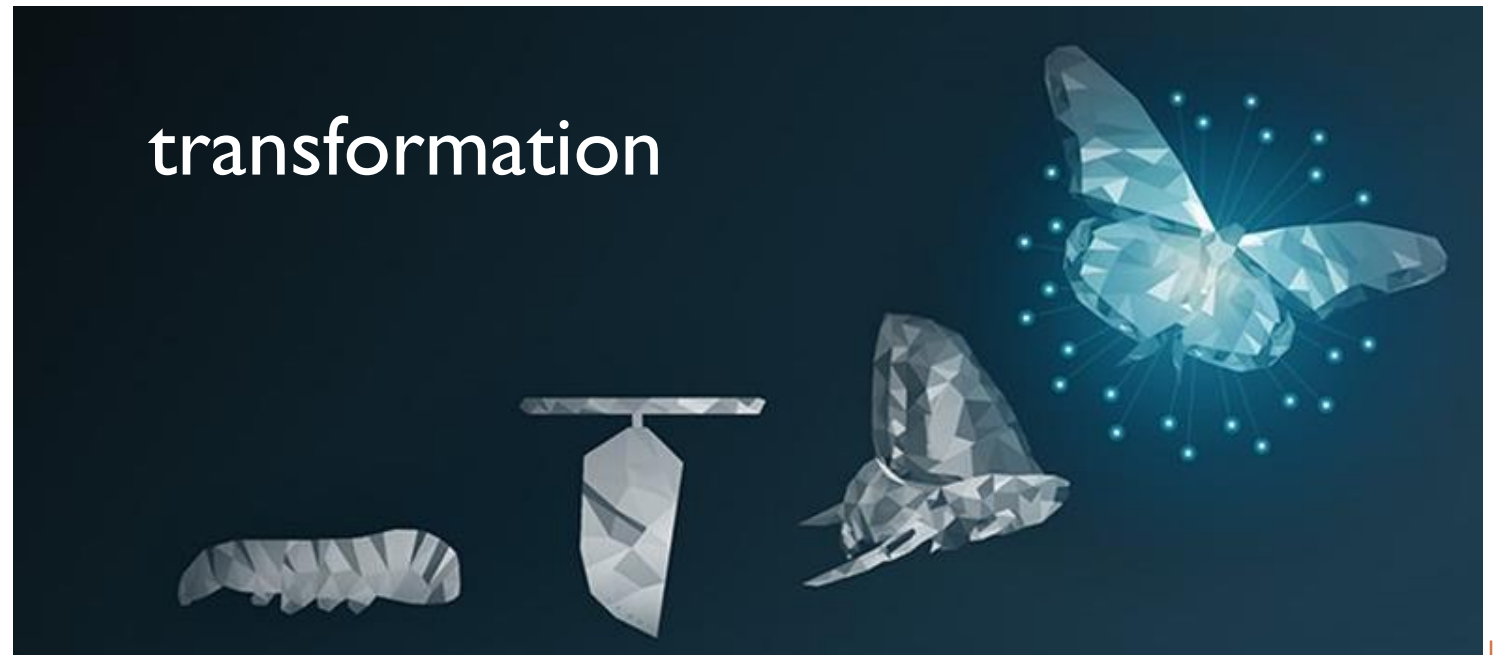
1. Slides
2. Audience



SANDRA SEMBEL

I. MEANINGFUL SLIDES

- Don't stand blocking your slides
- Use key words, not paragraphs



2. INSPIRED AUDIENCE

- Know your audience (profile, problems)
- Know what you want your audience to do or know after the presentation.
- Satisfy their needs
- Get them interested.
- Move them to action





RULE 5. SUMMARY (RELATIONSHIPS WITH SLIDES AND AUDIENCE)

- Meaningful slides
- Inspired audience

RULES FOR A GREAT PRESENTATION

Lesson 1. Treat audience as KING

Lesson 2. Spread ideas and MOVE people

Lesson 3. Help them UNDERSTAND

Lesson 4. DESIGN not decoration

Lesson 5. Build RELATIONSHIPS





**SPEAK FROM THE HEART AND
YOU'LL MAKE MIRACLES HAPPEN!**

(Sandra Sembel)



THANK YOU!

PERFECT PRACTICE MAKES PERFECT. START PRACTICING NOW!