



IN THE BUSINESS OF YOUR SUCCESS®

Creating an Effective Business Presentation

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HR. Payroll. Benefits.

Agenda

1. Introduction

2. Assumptions

3. Four Step Approach

4. A Closer Look at Planning

5. Planning for Success

6. Steps for Planning

Assumptions



- ✓ You know the message you want to deliver
- ✓ You know your audience
- ✓ You know the outcome you want

4 Step Approach



Planning



Creating the Slides



Preparing the presenter(s)



Delivery

Step 1: Planning

When buying a special gift or creating a presentation...

It is the thought (content) that counts!

Identify the audience

Have a clear message

Plan the content, carefully

Have the right venue



Step 2: Creating the Slides

Slides are like the turquoise box with the white ribbon

They look pretty but...it is what's inside that counts!!

Use the appropriate format

More is less – do not make your slides too busy

Use pictures and videos **ONLY** when they **ADD** to the content



Step 3: Preparing the Presenter

“Practice, practice, practice” -Margo Krasne

Read Margo Krasne’s book: *Say It with Confidence*



Step 4: Delivery



Deliver the message, content, statistics

...not the PowerPoint slides

A Closer Look at Planning



Planning for Success

The success of a presentation depends on the following:

- Is the content relevant?
- Are the format and mode of presentation appropriate?
- Is the message clear and compelling?
- Is the presenter engaging?



The first step in answering these questions is to Know Your Audience!

Who is the Audience?

- Define audience characteristics
 - Level of influence, position, stakeholder roles,
 - Diversity of the group -age, disciplines, geography, etc.
- Determine audience knowledge of the subject
- Consider audience needs
 - Predisposition of key players, what's at stake
- Anticipate Audience response



What is the Purpose?

What do you want to happen as a result of your presentation?

Type of Message

Objective / Action

Selling services, ideas, products



Generate interest, purchase service, get on board

Training or introducing new concepts



Inform, educate, engage

Present preliminary findings



Elicit input, feedback or ideas

Giving a Project Update



Test solutions, create buy-in

Making Recommendations



Test solutions, create buy-in

Does the Format Work?

How much time do you have?

What is the venue?

- Office or conference room
- Tele- or video-conference
- Audio-visual equipment

What is the context?

- What else is on the agenda?
- Where does this fit on the schedule?

Will there be active discussion?

- Is the material new to the audience?
- Do you need their input or commitment?



Does the Message Work?

What are the A-HAs?

- What beliefs will be challenged
- What proof will they need

How receptive will the audience be?

- Does the topic present a threat?

What is the language of this audience?

- How do they talk about this subject?
- What terminology must be explained?

How much do they need to know?

- What is/are their focus/priorities?



Flow for a Clear Message



Clear Message Exercise

Objective of Meeting

Might Sound Like...

Introduce the 'big picture'



This change will improve service and save \$\$\$

Build ideas grounding them in current



Currently we...

Present the (Why's) complication



Last time we spoke...

Have them ask what changes they need to make




Expense savings...


Tell them the actions they need to take (How's)





How can we help expedite the interface?


Questions for Payroll Professionals

-  How would you change the content when speaking to Senior Leaders versus other Payroll Professionals?

-  What might you do to engage a younger audience?

-  What could you add for presenting technical information to a non-technical audience?

-  When are acronyms okay?

-  What is an important element when “selling” a change?

Process Change?

QUALITY

- ◐ World class design
- Process focused
- Metrics based
- ◐ Systems capable
- ◐ Simple
- ◐ Scalable
- Integrated

ACCEPTANCE

- Initiative linked to Biz Results
- ◐ Senior Mgmt. Support
- CEO Support
- HR-EVP Support
- ◐ Stakeholder Involvement
- Effective Communication

EXECUTION

- Acceptance achieved
- Comprehensive execution plan
- ◐ Clearly defined roles
- ◐ Staffing levels (including 3rd parties)
- ◐ Effective Communication
- ◐ HR Capability and training
- Effectiveness of Tools/Templates
- ◐ Individual Department Manager Readiness
- ◐ Liaison Readiness (tenure>6 mos)

Scale: ○ Big Priority ◐ Needs Work ◑ Good ◒ Very Good ● Great

High Level Project Steps



Thank You!

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