

## CONTENTS

Contents of the CD-ROM	xvii
Acknowledgments	xix
Introduction	xxi
<b>CHAPTER ONE</b> Focus on Your Key Messages	1
Focus on Your Key Messages	3
Fill Out the Presentation Overview	3
Choose or Create a Format	10
Create an Executive Summary	25
Write Your Opening and Closing	29
Identify and Plot Stories to Tell	31
Plan Your Notes	39
Decide on Your Handouts	41
Conclusion	42
Presentation Checklist	43
<b>CHAPTER TWO</b> Connect to Your Audience	45
Connect to Your Audience	46
Seven Ways to Connect to Your Audience	47
Connecting Based on Specific Presentations	58
Conclusion	73
Connect Checklist	75

<b>CHAPTER THREE Use Specific PowerPoint Features</b>	77
How PowerPoint Can Help You	78
PowerPoint Features That Will Save Time and Make Your Slides Look More Professional	79
Engage Your Audience Using Certain PowerPoint Features	83
Conclusion	88
Using PowerPoint Checklist	89
<b>CHAPTER FOUR Design Professional Slide Looks</b>	91
Create Specific Content Slides	93
Create Professionally Designed “Empty” Content Slides	100
Conclusion	110
Slide Looks for Your Library Checklist	111
<b>CHAPTER FIVE Increase Your Credibility with Effective Slides</b>	113
Choose How Many Slides Are Necessary	115
Limit the Text to What Is Essential	117
Follow the Criteria for Effective Slides	120
Conclusion	154
Total Visual Checklist	154
Single Visual Checklist	156
<b>CHAPTER SIX Prepare for Technology Success</b>	159
Prepare Days Ahead	161
Recheck Just Before Your Talk	165
Keep Track of Your Laptop and Its Contents	168
Present Internationally with Ease	172
Learn from Other People’s Stories	173
The Future of Technology	177
Conclusion	179
Technology Checklist	180

<b>CHAPTER SEVEN Rehearse Like It's the Real Thing</b>	181
Talk Through Your Slides Out Loud as You Create Them	182
Do a Real Rehearsal	184
Present with Confidence	190
Do a Mini-Rehearsal Just Before Your Talk	204
Be Yourself While Engaging the Audience	205
Conclusion	206
Rehearsal Checklist	207
Preparation Checklist	208
Equipment Checklist	209
<b>CHAPTER EIGHT Demonstrate Executive Presence</b>	211
Choose Your Presence Behaviors	214
Plan What to Say About the Data	225
Use Entertainment and Drama—When Appropriate	227
Do Make a Recommendation	228
Be Optimistic	230
Consider Your Best Path to Persuasion	230
Advice from Executives	244
Conclusion	249
Executive Presence Behaviors Critique	252
<b>To Your Future</b>	255
Resources	259
References	269
Index	271
About the Author	285
How to Use the CD-ROM	287
Pfeiffer Publications Guide	289



## **C O N T E N T S   O F   T H E   C D - R O M**

CD Summary and Use Statement

### **CHAPTER 1: FOCUS ON YOUR KEY MESSAGES**

Exhibit 1.1: The Presentation Overview

Exhibit 1.3: Mini-Talk Meeting Overview

Exhibit 1.5: Presentation Checklist

Figures 1.1 to 1.30: Formats and Executive Summaries

### **CHAPTER 2: CONNECT TO YOUR AUDIENCE**

Exhibit 2.2: Connect Checklist

Figure 2.1: The Communication Pyramid

Figure 2.2: Sample Quiz Game Slide

Figure 2.3: Your Priorities: Additions and Comments

Figure 2.4: Agenda Slide

### **CHAPTER 3: USE SPECIFIC POWERPOINT FEATURES**

Exhibit 3.1: Using PowerPoint Checklist

Figure 3.1: Ten Steps to Your Success

Figure 3.1: Ten Steps to Your Success with Hyperlinks

### **CHAPTER 4: DESIGN PROFESSIONAL SLIDE LOOKS**

Figures 4.13 to 4.29: Professionally Designed “Empty” Content Slides

Exhibit 4.1: Slide Looks for Your Library Checklist

## **CHAPTER 5: INCREASE YOUR CREDIBILITY WITH EFFECTIVE SLIDES**

Exhibit 5.3: Total Visual Checklist

Exhibit 5.4: Single Visual Checklist

Figures 5.1 to 5.41: Effective and Ineffective Slide Examples

Figures 5.1 to 5.41: Effective and Ineffective Animation Examples

## **CHAPTER 6: PREPARE FOR TECHNOLOGY SUCCESS**

Exhibit 6.1: Technology Checklist

## **CHAPTER 7: REHEARSE LIKE IT'S THE REAL THING**

Exhibit 7.1: Rehearsal Feedback Form

Exhibit 7.2: Rehearsal Checklist

Exhibit 7.3: Preparation Checklist

Exhibit 7.4: Equipment Checklist

## **CHAPTER 8: DEMONSTRATE EXECUTIVE PRESENCE**

Exhibit 8.4: Executive Presence Behaviors Critique

Figures 8.1 to 8.10: Persuasion Slide Examples

## **ADDED RESOURCES**

Crystal Graphics

Geetesh Bajaj Designs

SmartDraw Examples

Perspector Examples