

HOW TO MAKE A GOOD PRESENTATION

Written by ZAFRULLAH KHAN
Thursday, 22 July 2010 07:24

- Have a very clear introduction
- Don't put all the details in the talk. Present only the important ones.
- Use only one idea per slide.
- Have a good conclusion slide: put there the main ideas, the ones you really want people to remember. Use only one "conclusions" slide.
- The conclusion slide should be the last one. Do not put other slides after conclusions, as this will weaken their impact.
- Use a good presentation-building tool, like MS PowerPoint.
- Humor is very useful; prepare a couple of puns and jokes beforehand, however, if you're not good with jokes, better avoid them altogether. Improvising humor is very dangerous.
- The more you rehearse the talk, the better it will be. A rehearsal is most useful when carried out loud. 5 rehearsals is a minimum for an important talk.
- The more people criticize your talk (during practice), the better it will be; pay attention to criticism
- Not everything has to be written down; speech can and should complement the information on the slides.

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- Be enthusiastic.
- Do not go overtime under any circumstance.
- Listen to the questions very carefully; many speakers answer different questions than the ones asked.
- Slides should have short titles. A long title shows something is wrong.
- Don't use small fonts.
- Do not put useless graphics on each slide: logos, grids
- Last but not the least spell-check. A spelling mistake is an attention magnet.

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