



How to Create and Deliver Compelling Presentations

Creating new value in business is a social and political process. Here is the presentation structure that will help persuade your audience to action.



1. INTRODUCE YOUR CUSTOMER AND THEIR GOAL

Not just because “the customer is king”, but because business value is created from what customers value. If it is an internal project, focus on the “internal customer” who is served by the solution you’re proposing.

2. SHOWCASE THE CHALLENGES THAT PREVENT YOUR CUSTOMER FROM REACHING THEIR GOAL

Once your audience is starting to empathize with the customer, draw them in further by sharing the challenges your customer faces in achieving their goals.

3. SHARE A STRATEGY OR SOLUTION THAT ADDRESSES THOSE CHALLENGES

Don’t present solutions as “the only way” to move forward. Instead, present them as promising directions to pursue. Be honest with your audience that everything isn’t worked out yet, but you will continue to shape the new solution over time.

4. DESCRIBE THE BENEFITS OF SUCCESSFULLY SOLVING YOUR CUSTOMER’S NEEDS

Address how your customer will achieve their goals with your new solution, and how that success will positively impact your business. The benefits should be realistic, and conveyed in human terms followed by business metrics.

5. ADDRESS THE CONSEQUENCES OF NOT PURSUING THIS SOLUTION

This negative side plays a very important role in your presentation. What if you aren’t able to solve these customer challenges? Or worse, what will happen if this work is not continued?

6. CALL THE AUDIENCE TO ACTION

Cover 3 to 5 specific ways the audience could support the effort. This could be the need to access resources, eliminate organizational barriers, establish an official project roadmap, or present to a more influential team.