

Entrepreneurship

For Design Professionals

‘Fail to prepare, prepare to fail’

Benjamin Franklin (1706-1790)

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Business Plan Hand in

**Business Plan Hand in is next Wednesday 12th
December in lecture theatre 1 (where you are now)**

I will be here from 10am, the deadline is 12pm

**Hand in to me and sign the hand in sheet. You don't
all have to attend.**

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Business Plan Hand in

**I will also be allocating presentation slots for either
Wednesday 9th or 16th January**

**The first teams to hand in their plans will be able to
pick which week they want to present**

**Make sure you include the names, and course, of all
team members on the cover page of the plan**

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Presentation Tips

You have completed your business plan

Now you need to plan your presentation

You may be feeling nervous.....

.....this is natural, and can be overcome!

**This lesson will help you to prepare in a
structured way.**

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Presentation Tips

Preparation

Know your material thoroughly

Put what you have to say in a logical sequence

**Practice and rehearse your presentation as a group
and individually**

**Know what your strong and weak points are. Emphasize
your strong points during your presentation**

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Presentation Tips

Preparation

Structure your presentation into introduction, body, conclusion and questions

Answer the all-important question-words: why? who? where? when? how? and what?

If presenting as a group; make sure everyone knows their role and what is expected of them

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Presentation Tips

Preparation

We don't want to simply see a Powerpoint version of your business plan.

We want to see a pitch for your business idea.

Think of Dragon's Den (but not as nasty).

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Presentation Tips

Preparation

Select the right equipment for the job

Use your equipment effectively

**Make use of clear, powerful visual aids that do not
overload your audience**

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Presentation Tips

The Presentation

Use clear, simple language, avoiding jargon

Try to appear relaxed, even if you feel nervous

Establish rapport with your audience

Speak to the person farthest away from you to ensure your voice is loud enough to project to the back of the room

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Presentation Tips

The Presentation

Body language is important

Don't be afraid to express yourselves

Use audio/visual aids or props for enhancement if appropriate and necessary

Master the use of presentation software such as PowerPoint well before your presentation

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Presentation Tips

The Presentation

If using Powerpoint:

Do not over-dazzle your audience with excessive use of animation, sound clips, or gaudy colours

Do not torture your audience by putting a lengthy document in tiny print on an overhead and reading it out to them

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Presentation Tips

The Presentation

Know the needs of your audience and match your contents to their needs. Know your material thoroughly. Put what you have to say in a logical sequence. Ensure your speech will be captivating to your audience as well as worth their time and attention. Practice and rehearse your speech at home or where you can be at ease and comfortable, in front of a mirror, your family, friends or colleagues. Use a tape-recorder and listen to yourself. Videotape your presentation and analyze it. Know what your strong and weak points are. Emphasize your strong points during your presentation. When you are presenting in front of an audience, you are performing as an actor is on stage. How you are being perceived is very important. Dress appropriately for the occasion. Be solemn if your topic is serious. Present the desired image to your audience. Look pleasant, enthusiastic, confident, proud, but not arrogant. Remain calm. Appear relaxed, even if you feel nervous. Speak slowly, enunciate clearly, and show appropriate emotion and feeling relating to your topic. Establish rapport with your audience. Speak to the person farthest away from you to ensure your voice is loud enough to project to the back of the room. Vary the tone of your voice and dramatize if necessary. If a microphone is available, adjust and adapt your voice accordingly. Body language is important. Standing, walking or moving about with appropriate hand gesture or facial expression is preferred to sitting down or standing still with head down and reading from a prepared speech. Use audio-visual aids or props for enhancement if appropriate and necessary. Master the use of presentation software such as *PowerPoint* well before your presentation. Do not over-dazzle your audience with excessive use of animation, sound clips, or gaudy colours which are inappropriate for your topic. Do not torture your audience by putting a lengthy document in tiny print on an overhead and reading it out to them.

This will just cause your audience to ‘switch off’

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Presentation Tips

The Presentation

If using Powerpoint:

Make sure your slides are clear and un-cluttered

Use them as 'prompts' and 'reminders', not as an aid to dictation

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Presentation Tips

The Presentation

Speak with conviction and believe in what you are saying

Although it is quite acceptable to refer to notes.....

**.....do not just read from them for an extended length
of time**

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Presentation Tips

The Presentation

Sound confident. Do not mumble

If you make an error, correct it, and continue

**There is no need to make excuses or apologize
profusely**

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Presentation Tips

The Presentation

Maintain sincere eye contact with your audience

Have direct eye contact with a number of people in the audience

Use your eye contact to make everyone in your audience feel involved

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Presentation Tips

The Presentation

Pause. Allow yourself and your audience a little time to reflect and think

Don't race through your presentation and leave your audience, as well as yourself, feeling out of breath

Keep your audience interested throughout your entire presentation. Humorous?

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Presentation Tips

The Presentation

When using audio-visual aids to enhance your presentation, be sure all necessary equipment is set up and in good working order prior to the presentation.

If possible, have an emergency backup system readily available; e.g. a print out of your presentation

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Presentation Tips

The Presentation

Know when to STOP talking

Time your presentation when preparing it at home

Deal with listeners' questions politely and fully

Respond to your audience positively

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Presentation Tips

When you first present, it can be a scary experience

**But if you have prepared well, and know your material,
you will feel far more confident**

**I hope this lesson helps you with your preparations, and
the presentation itself. Good luck!**

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