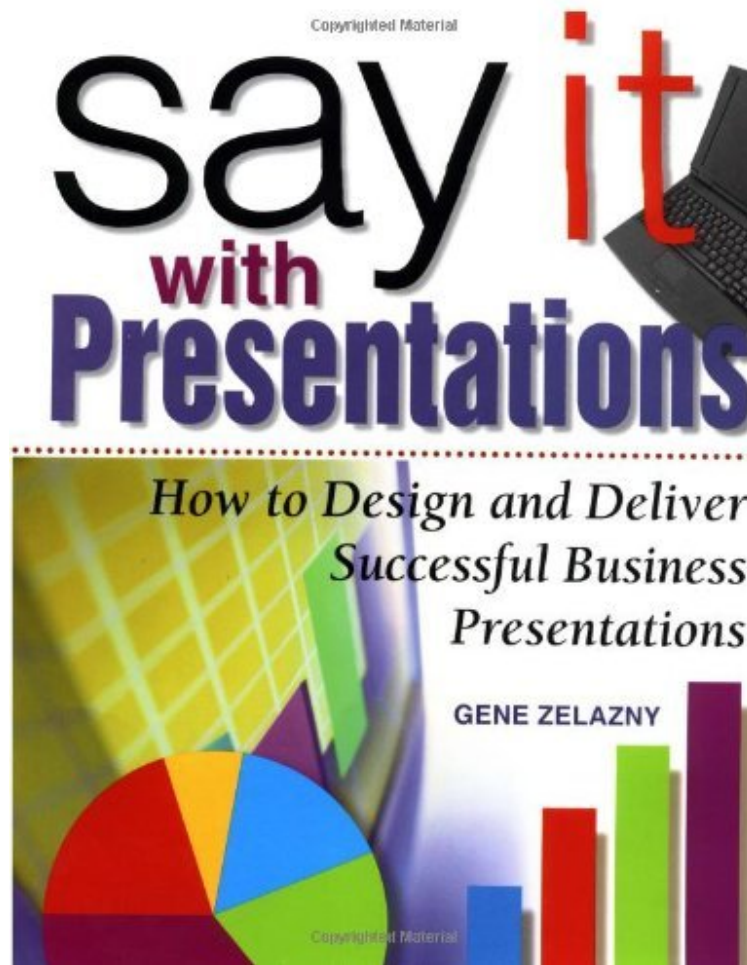


(Mobile book) Say It with Presentations: How to Design and Deliver Successful Business Presentations
(Research Report)

Say It with Presentations: How to Design and Deliver Successful Business Presentations (Research Report)

Gene Zelazny

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Gene Zelazny : Say It with Presentations: How to Design and Deliver Successful Business Presentations (Research Report) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Say It with Presentations: How to Design and Deliver Successful Business Presentations (Research Report):

6 of 6 people found the following review helpful. Great nuggets (but now a bit dated)By Jeremy DonovanWhen this book was written in 2006, it was groundbreaking and deserved 5 stars. In 2013, it is in need of a refresh and I hope the author undertakes an update - if he does, I will be first in line to buy it.Here are my comments by the book's major sections:1. Introduction:- Outstanding statement of an audience Bill of Rights that pretty much sums up the philosophy of authentic presenting2. Define the situation:- Be able to state the (persuasive) objective of your presentation in one sentence- Think about how your audience prefers to absorb information (story, pictures, charts, etc.)- When this book

was written, PowerPoint animation was new and transparencies were just disappearing. These days, most presentation experts advise against animation except in very, very rare circumstances.

3. Design the presentation:- The chapter "Craft the Story Line" is what earns this book 4 stars. It has a crystal clear distillation with an excellent example of Barbara Minto's Pyramid Principle. The gist is (a) lead with recommendation (b) preview your conclusions (c) present each conclusion supported by evidence (d) repeat your recommendation and get buy-in.- Zelazny's PIP introduction is also valuable (Purpose + Importance + Preview)- There is a very large section in the middle of the book that reviews design principles in vogue circa 2006. While novel at the time, these principles (clipart, decorative graphs, background images) are now considered cliché.

4. Deliver the presentation- The author focuses on psychology (project confidence, conviction, and enthusiasm don't fear imperfection) and on logistics in this section. The psychology concepts are still spot on today. The logistics advice is mostly dated. I would have liked to have seen more ideas on verbal and non-verbal delivery --- hopefully he will cover if he does an update.

5. Closing thoughts- Good checklist at the end that summarizes the concepts of the book

0 of 0 people found the following review helpful. Stands heads about the rest of the books! You will find something new in this collection!

By gabster79 Whether you are an instructor, consultant, manager or executive and regardless of your feelings about decks and presentations--whether you are a prolific web ex diva or you are using the animation and template from your best presentation of 2010--Gene's set of books are great for the novice, the nervous or the savvy presenter. Regardless of the size of your organization or the purpose of your meeting - everyone wants to leave an impression and be memorable. If you have the chance to hear Mr. Zelazny definitely do not miss it, and in the meantime all 3 books are outstanding!! signed, 30+ years of experience and years teaching and presenting.

0 of 0 people found the following review helpful. Five Stars

By Gustavo Classic book about presentations.

Organize a powerful, effective business presentation and deliver it with style! Say it with Presentations helps you define why you're giving the presentation and the audience you need to convince. This compelling, comprehensive presentation toolkit tells you when, why, and how to use humor, and, yes, silence to get your points across...how to make the most of visuals...set up facilities and equipment...and rehearse to communicate your confidence, conviction and enthusiasm, and much, much more.

From the Back Cover Use these tips and techniques to organize a powerful, effective business presentation-and deliver it with confidence. You've been asked-or more likely told-to give a business presentation. Say It With Presentations will quickly replace your confusion with confidence, and give you the insights and techniques to make your presentation interesting, inspiring, and, most of all, effective. Tapping decades of experience, Gene Zelazny will help you put together an impressive presentation-one that delivers a focused message and gets the desired results. This presentation primer includes Zelazny's secrets for success: The audience's Bill of Rights-Strategies to keep the needs of the audience first and foremost in your mind. Designing Charts for the Zen of It-Anyone can design dynamite charts, including you. This section shows you how. Take Humor Seriously-Learn when, why, and how to use humor to get your points across. Successful presentations can propel you and your business forward. Knowing how to communicate effectively to large and small audiences can enhance your reputation and create exciting new opportunities. So relax, clear your mind, and let the hundreds of valuable tips and pointers Say It With Presentations guide you through your next presentation-and ultimately further along your chosen career path.

About the Author Gene Zelazny is director of Visual Communications for McKinsey Company, where he works with the professional consulting staff to create, design, and rehearse presentations. Zelazny frequently shares his ideas at many of the world's major business schools, including Chicago, Columbia, Harvard, Kellogg, INSEAD, London Business School, Oxford, Sloan, Stanford, Tuck, and Wharton. His bestselling Say It with Charts has been translated into French, German, Italian, Spanish, and Portuguese.