

Creating professional presentations in 8 hours (days)

Learnings from 20 years creating, guiding, presenting, and teaching to executives

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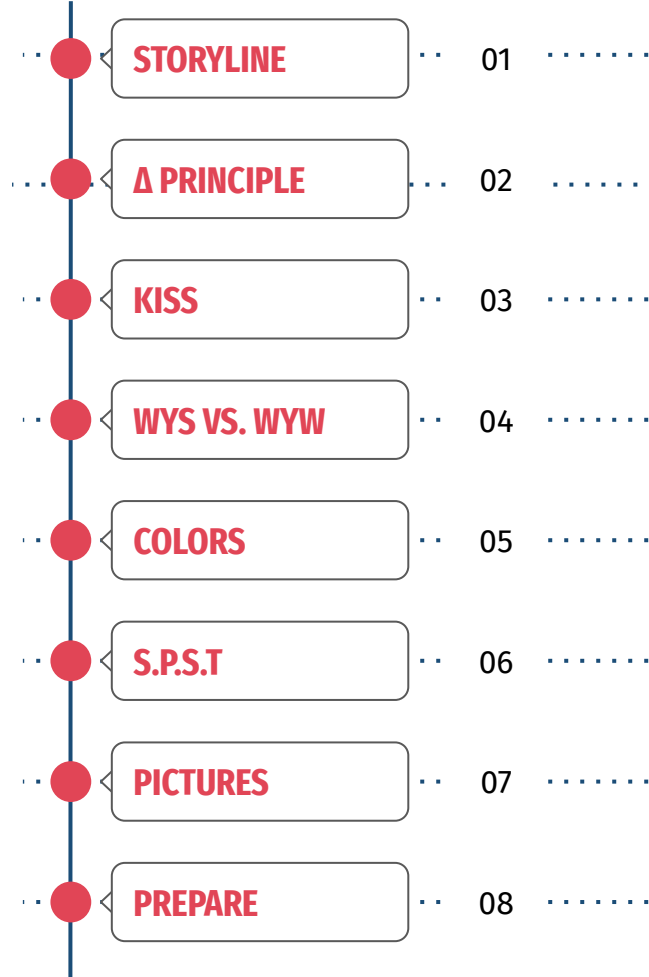
- Founding Partner, Kallanai
 - ◆ Enterprise Technology Commercialization
 - ◆ CEO Growth Advisor
- ex-VP of Strategy, Dell Technologies
- Cisco, McKinsey, HP, Start-ups
- Wharton EMBA Lecturer

Poll 1

What is your role?

- ☐ I make my own presentations
- ☐ Someone makes the presentations for me
- ☐ I make the presentations for someone else

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What is a storyline?

A simple set of messages that are connected to tell a story



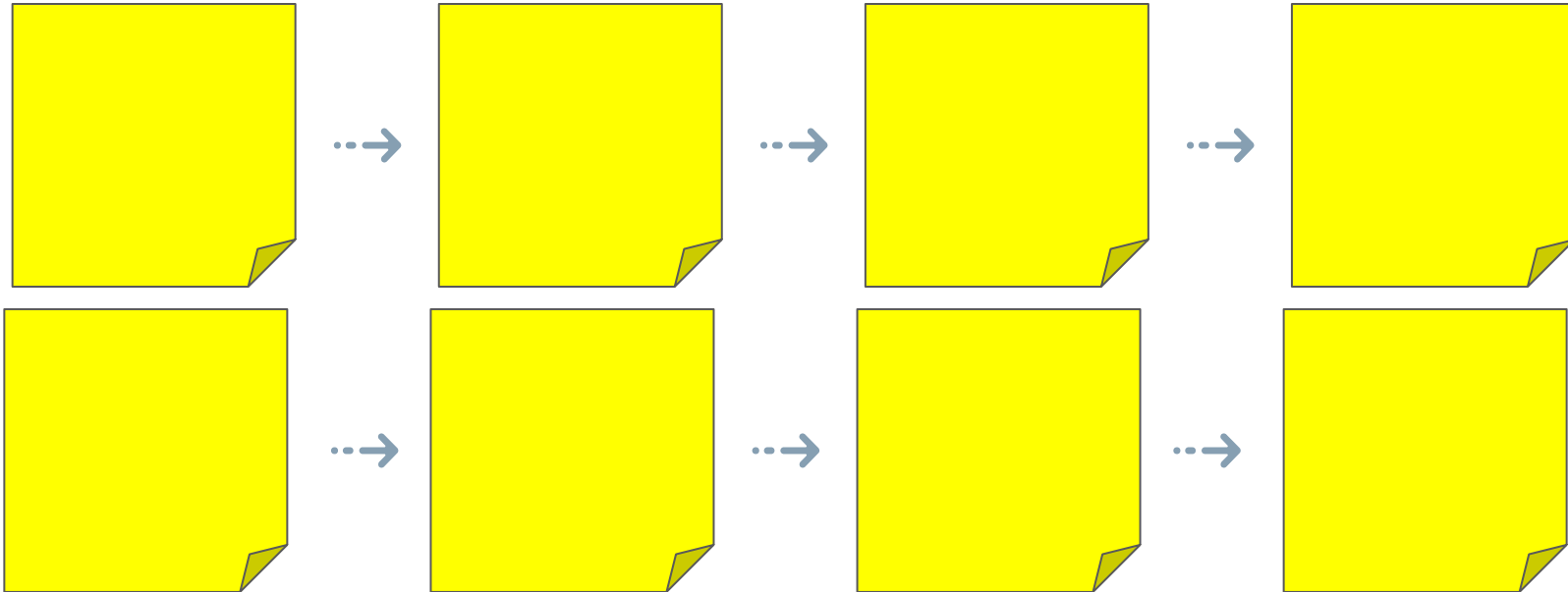
Audience

Background

Content

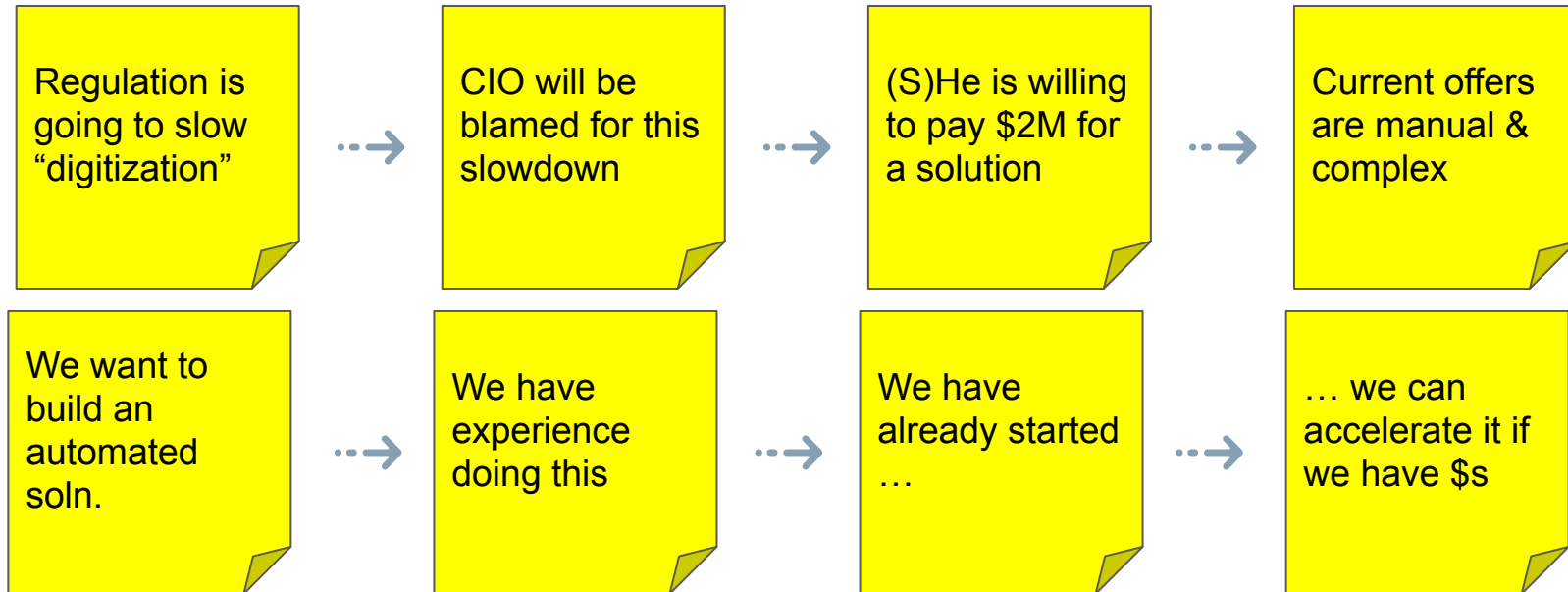
Start with a Storyline

(use post-its)



Start with a Storyline

(use post-its)



Start with a Storyline

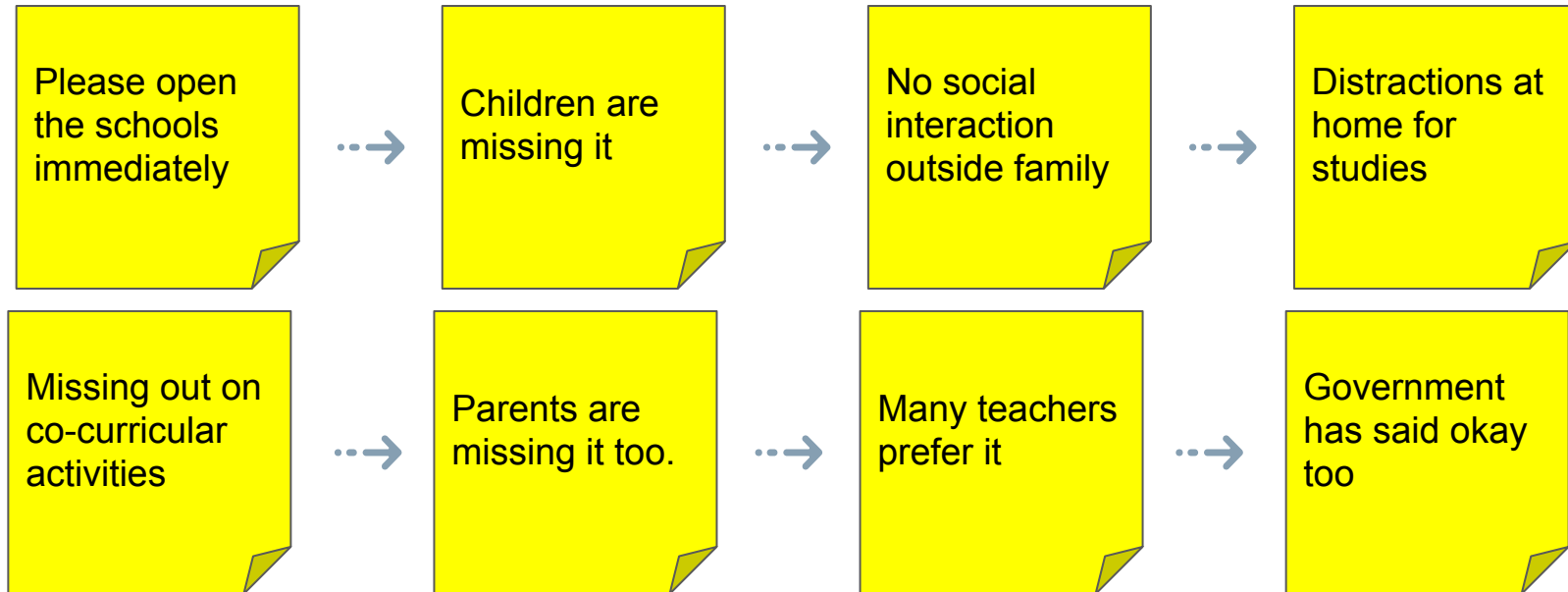
(use an executive summary)

- Regulation is going to slow “digitization”
- CIO will be blamed for this slowdown
 - ◆ (S)He is willing to pay \$2M for a solution
 - ◆ Current offers are manual & complex
- We want to build an automated soln.
- We have experience doing this
- We have already started ...
- ... we can accelerate it if we have \$\$



Example: Presentation to the Principal to Start School

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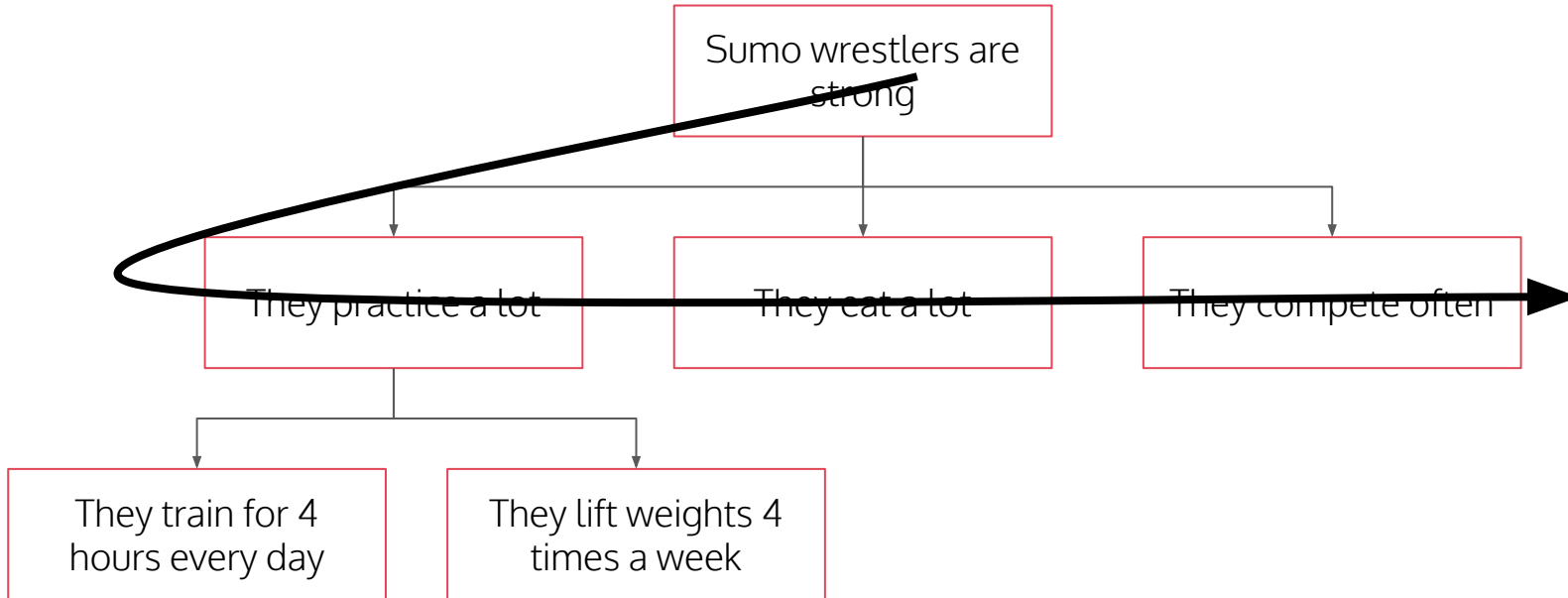
Example: Presentation to the Principal to Start School

Please open the schools immediately

- Children are missing it
 - ◆ No social interaction outside family
 - ◆ Distractions at home for studies
 - ◆ Missing out on co-curricular activities
- Parents are missing it too.
- Many teachers prefer it
- The government has given a go ahead

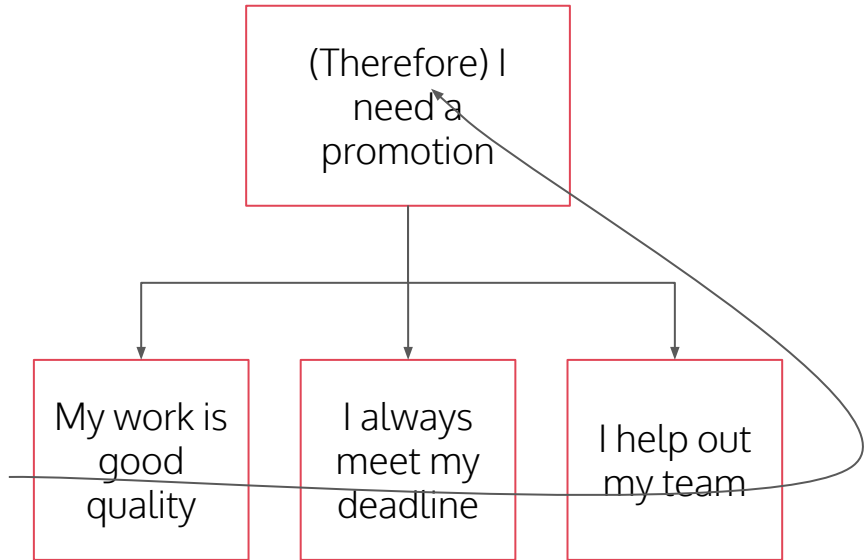
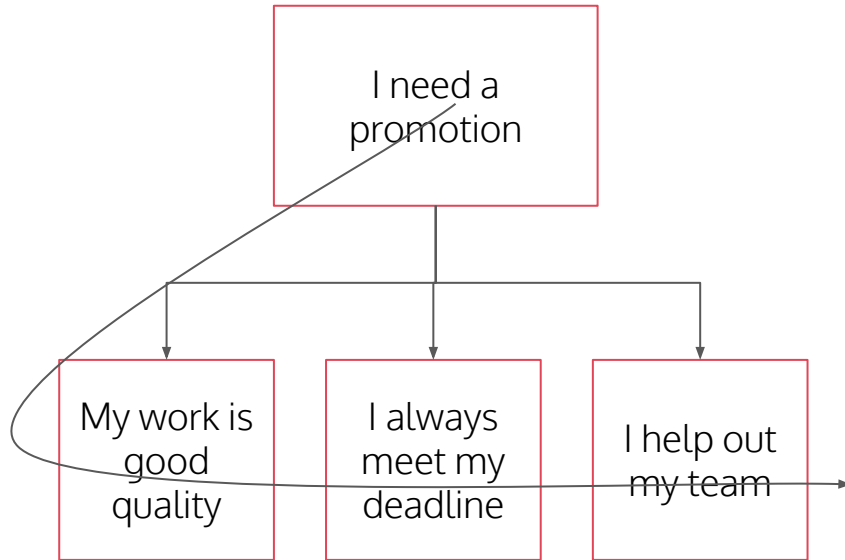
Pyramid Principle

Organize your thoughts logically



Pyramid Principle

2 Examples



Poll 2

Who delivers the presentation?

- ☐ The same person
(Founder/MD/You)
- ☐ Few people from same
team (CEO/COO/CFO)
- ☐ Lots of people (e.g.,
sales)

Differentiate what you say vs. what you write

Major Weakness in the Organization:

Stocks and Bond's present management structure has several deficiencies that should be corrected in any substantial realignment of responsibilities

- 1.No single recognized head of the firm (that is, Management Committee, CEO, CFO, COO)
- 2.No clearly defined lines of authority and responsibility for major activities or geographical locations
- 3.A real conflict exists between the production department and the administration (for example, who determines forecasts)
- 4.Inadequate thinking through of how much autonomy should be granted to regions (or branches) in various phases of the firm's activities, and what authority in each should be exercised by Corporate Headquarters

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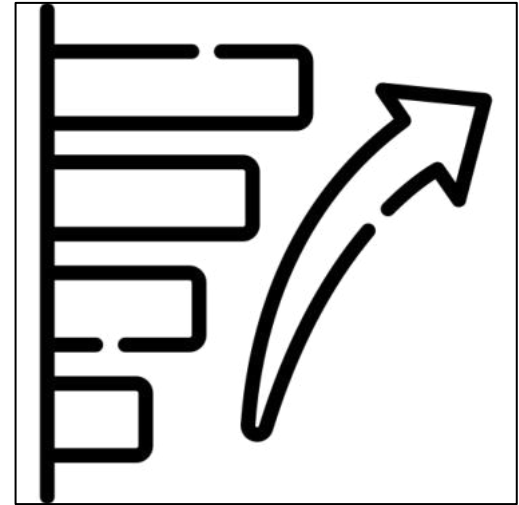
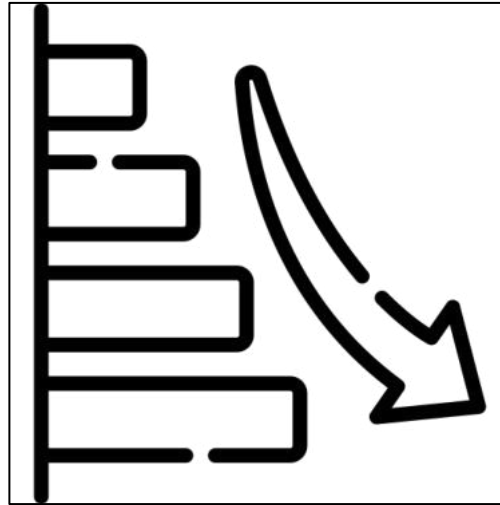
Differentiate what you say vs. what you write

Organization Weakness :

- No single recognized head of the firm
- No clear-authority and responsibility
- Conflict between production and administration
- Tension between regional autonomy and corporate authority

Keep it Simple...

Think like a child - How do you represent growth?



Keep it Simple...

Make it easy for the audience



What is the 1st thing you see - Put your response in the chat window

Keep it Simple...

Make it easy for the audience

Stock Market is Up 20%



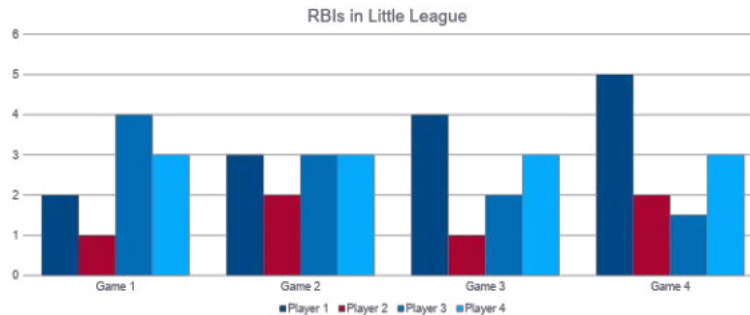
Poll 3

Typically, how many people are in the audience?

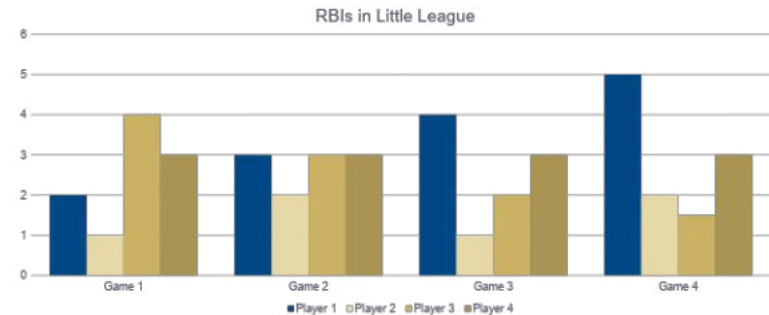
- ☐ <20 - Meeting room around the table
- ☐ 20 to 100 - Small Conference
- ☐ > 100 - Large Auditorium / Public forum

Use Colors/fonts with **Purpose**

Player 1 is improving



Player 1 is improving



1. What font (font-size) should I use?
2. What colors should I use?
3. How long should my presentation be?
4. Should I use an agenda?

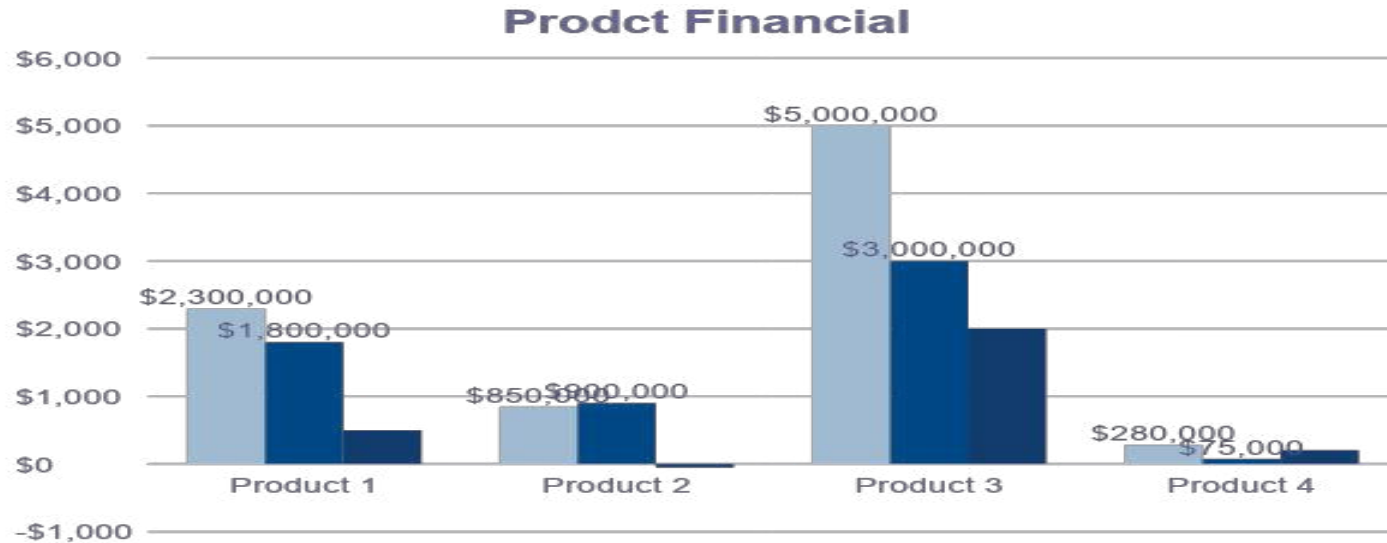
FAQs

....

If you have other questions, please put it in the chat window

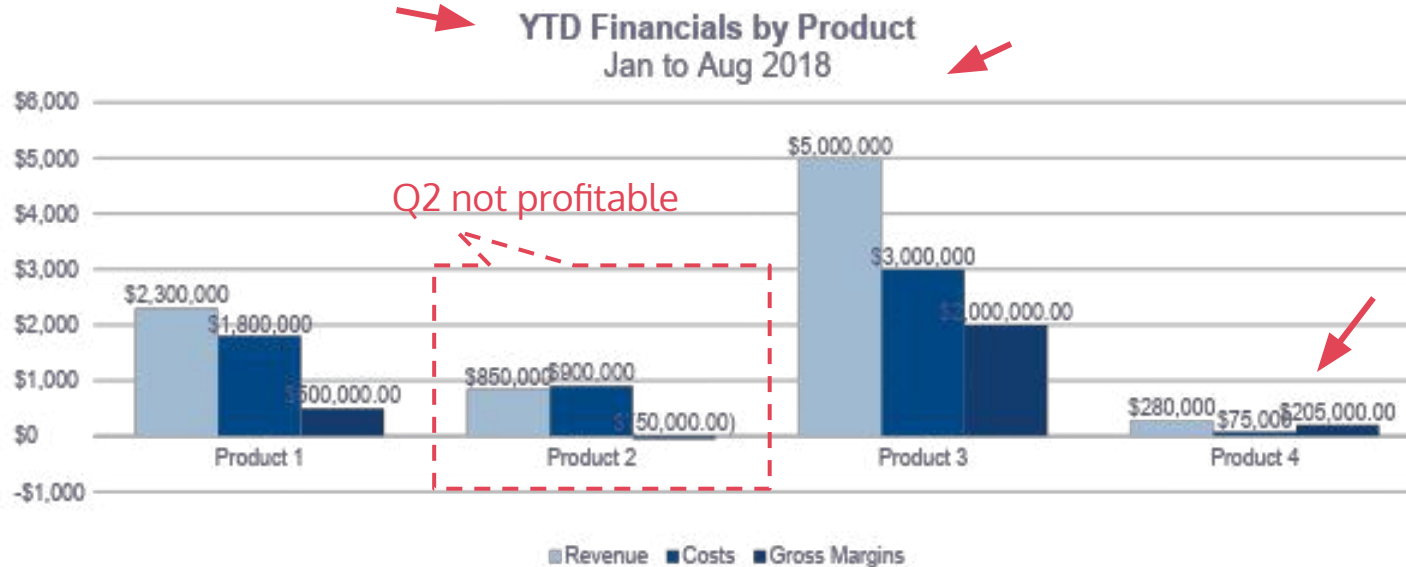
Details Matter

Sloppy Presentation => Sloppy Thinking



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Sloppy Presentation => Sloppy Thinking



Source: Office of Strategy and Planning, March 2018 Report



**A right
picture /
infographic /
animation
is worth a
thousand words**

Poll 4

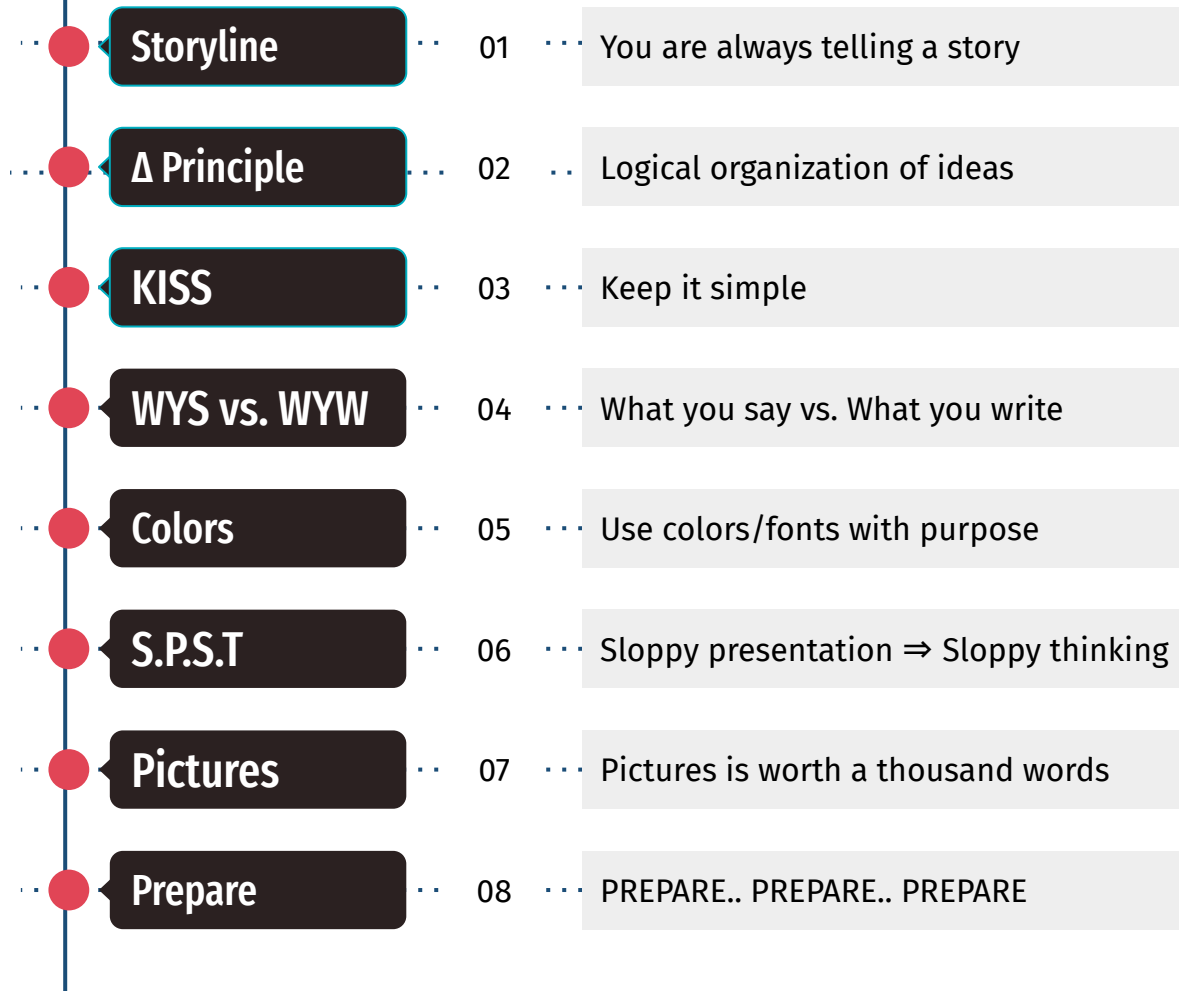
Who is the audience

- ☐ People you know / know the background
- ☐ People you don't know / don't know the background
- ☐ Mix of both

Prepare!

- Understand the audience
- Understand the location
- Understand your content
- Understand your objectives

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Please put it in the chat window

Questions?

Acknowledgement

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- Many of the content have been adopted from “Say it with Charts” by Gene Zelazny and “Pyramid Principle” by Barbara Minto
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