



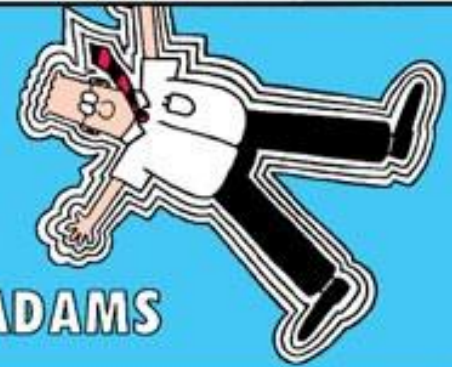
Effective Business Communication

The structure of effective
Presentations and Reports.



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Communication Checklist

How do you construct an effective presentation or report?

- ◆ Who is your audience?
- ◆ What are they interested in?
- ◆ What do you want them to remember?

Example: Audience for Field Project Report Sections

Section	Audience
Executive Summary	Senior Manager /Sponsor
Introduction	
Part Ia. Organizational Justification	Sponsor
Part Ib. Current System Analysis	Client
Part II. Proposed System Requirements	User
Part III. Alternatives evaluation and recommendation	Client
Part IV. Design/Purchase Specifications	IT Specialist
Part V. Implementation and Support	IT Operations / User
Appendix A. Signed statement of work.	Client / Manager
Appendix B and following	

Key points

- ◆ Introduction and summary for each chapter.
- ◆ Direct, simple sentences.
- ◆ Short paragraphs.
- ◆ White space, bullets and graphics.
- ◆ Tables and figures stand on their own.
- ◆ Text stands on its own.
- ◆ There is nothing too obvious to say.

Components of an Effective Presentation

- ◆ Purpose
- ◆ Format
- ◆ Data
- ◆ Conclusion
- ◆ So What
- ◆ Restate
- ◆ Tag Ending

PURPOSE:

Define task.

"The purpose of this presentation is ..."

Describe what the original problem was and what you were asked to do.

FORMAT:

What is the presentation going to do?

"This presentation recommends

o ...

o ... "

Tell them what you are going to say. This is the agenda. Effective presentations use this to outline the critical things that will be covered, not copy the grading sheets.

DATA:

Information and data about the problem.

"You should note the following facts in support of these recommendations..."

This is background. Spend only the time here that you absolutely need.

CONCLUSION:

What does the data tell you?

"The conclusions to be drawn from these facts are ..."

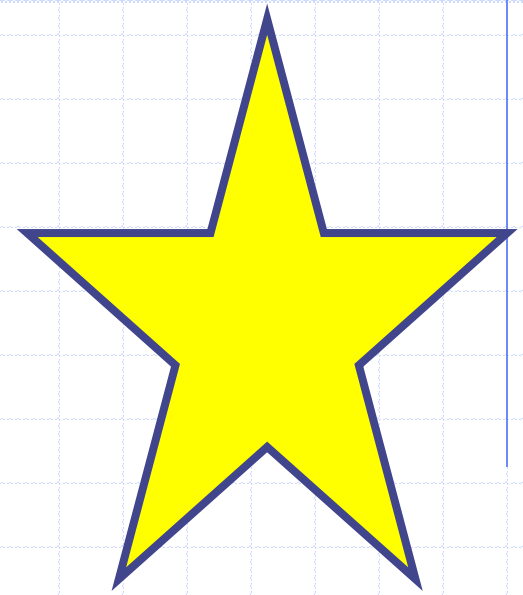
This is the setup, not the final conclusion.

SO WHAT:

What should the audience do?

"This means that we must ..."

What do these recommendations mean to the audience? This is the part of the presentation that your audience cares most about. Try to spend most of your time here.



RESTATE:

Summarize, preferably in action terms.

"In summary ..."

Wrap up the meeting.

- ◆ Repeat your critical points.
- ◆ List any action items.
- ◆ Indicate what happens next.
- ◆ Thank your clients.






TAG ENDING:

Verbal hook for your audience.

"In one sentence we say ..."

This is generally not done in formal written communication. It is very important in oral presentations.

Presentation Keys

-  Time the sections. Focus on “So What?”
-  Customize the presentation with logos or names for your audience.
-  Use graphics effectively. Graphics stick in people’s mind, but too much is clutter.
-  Use motion sparingly and sound never.
-  Rehearse. Try to use the same equipment and room you will use.

It's not what you said but
what they heard.

