

Powering the trusted identities of
the world's people, places & things

EFFECTIVE PRESENTATIONS

PREP, DESIGN, & DELIVERY

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We learn deeply through

Images & Words



A close-up photograph of a person's face, focusing on the mouth and ear. The mouth is slightly open, showing the tongue and teeth. The ear is visible on the right side of the frame. The skin is a warm, light brown tone. The background is a solid, light yellow color.

Transfer

Memory



A woman with a large, dark afro hairstyle is positioned on the left side of the frame. She is wearing a dark blue button-down shirt with white polka dots and blue jeans with a light brown belt. She is pointing her right index finger towards the text on the right. The background is a textured, warm-toned wall.

Words and images provide

Deep Understanding

How to make a Good First Impression



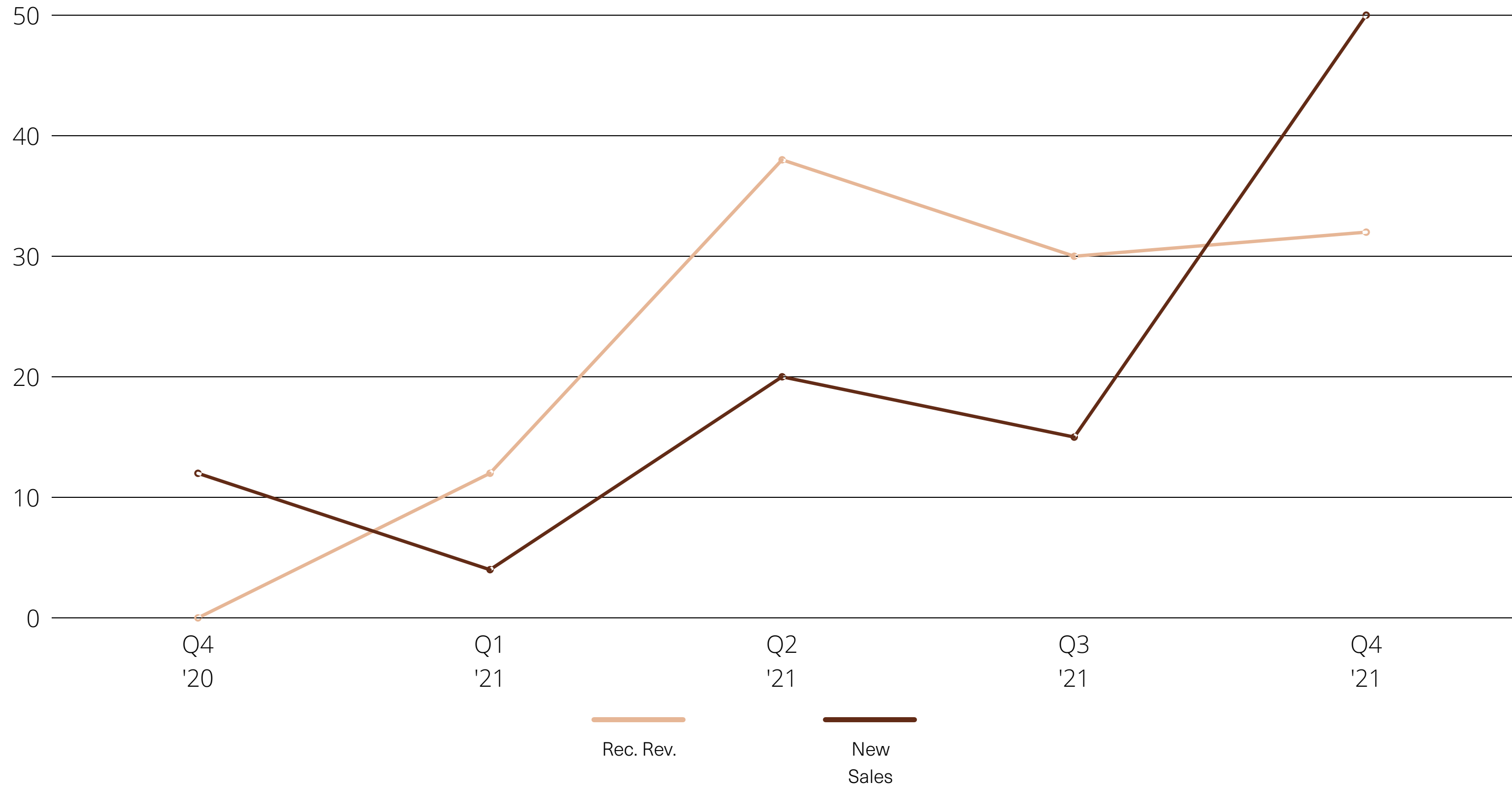
Making a first good impression can be vital when looking for a new job. Whether we like it or not, people do judge a book by their cover. The first few seconds with someone can be critical to your career.

- Be on time. The person you are just meeting is probably not interested in your excuses, even if it is the first time you are late in your whole life. All they are going to know is that you are not keeping up with a previous agreement. The image you are leaving behind is of someone that is not reliable. Make an extra effort and make sure to arrive on time. Too early is always better than too late.
- Be prepared. Before going to your interview you should have done your research about the company, the position you're applying for, and so on. Think about what kind of questions you could be asked, and how you would answer them. In one word, practice!
- Take care of your clothes and your overall grooming. It has been said that 55% can be determined by the person's appearance. So be careful when choosing how to present yourself in an interview. Dress to impress, maintaining in mind the job you are applying to, and when in doubt, choose the most conservative choice.
- Take into consideration non-verbal communication. You might be feeling nervous, but studies have shown that people who present themselves in a more friendly, confident manner usually have better results. Something as simple as a smile can make a difference.

Tell a **Story**



Growth



Discussion

Presentation Prep
Presentation Design
Presentation Delivery





Which of these areas do you feel confident in? (Select all that apply)



Prep

Without an audience
there is **No** presentation





A group of approximately 12 people are seated in a circle of yellow and white chairs in a bright, modern room with large windows. They are all clapping and looking towards a man in a grey suit who is standing in the center with his back to the camera, gesturing with his arms. The atmosphere is positive and engaged.

Engage in dialogue



Engage in dialogue


Common Ground

A group of people are sitting in a circle on a balcony, engaged in a discussion. The balcony has a white railing and large windows in the background. The people are dressed in casual to semi-formal attire. Some are clapping, and one person is holding a coffee cup. The overall atmosphere is collaborative and positive.

Engage in dialogue

Common Ground

Relationship



"Craft a story that is the most
effective, memorable, and appropriate
for our audience."

- Garr Reynolds



How much **Time** do I have?



How much **Time** do I have?

Venue?



How much **Time** do I have?

Venue?

What is their

Background?







What do I
want them to **do?**



What do I
want them to **do?**

What is the
big picture
here?



What is my **point?**



What is my **point?**

&

Why does it

matter?



What's in it
for me?



The audience should know:





A person with short dark hair, seen from behind, wearing a grey and black horizontally striped sweater. They are standing in front of a wall covered in various design sketches, wireframes, and photographs. A computer monitor is visible on the wall to the left. The word "analog" is written in large white letters on a dark grey rectangular background in the upper right corner.

analog



Brainstorm

Crazy
ideas
encouraged

Group
core
themes

Organize
content



- Simplicity is clear communication
- Keep the audience in mind
- What's in it for me?
- Brainstorm offline
- Tell a story

Design





Simplicity



Make it easy for the

Audience



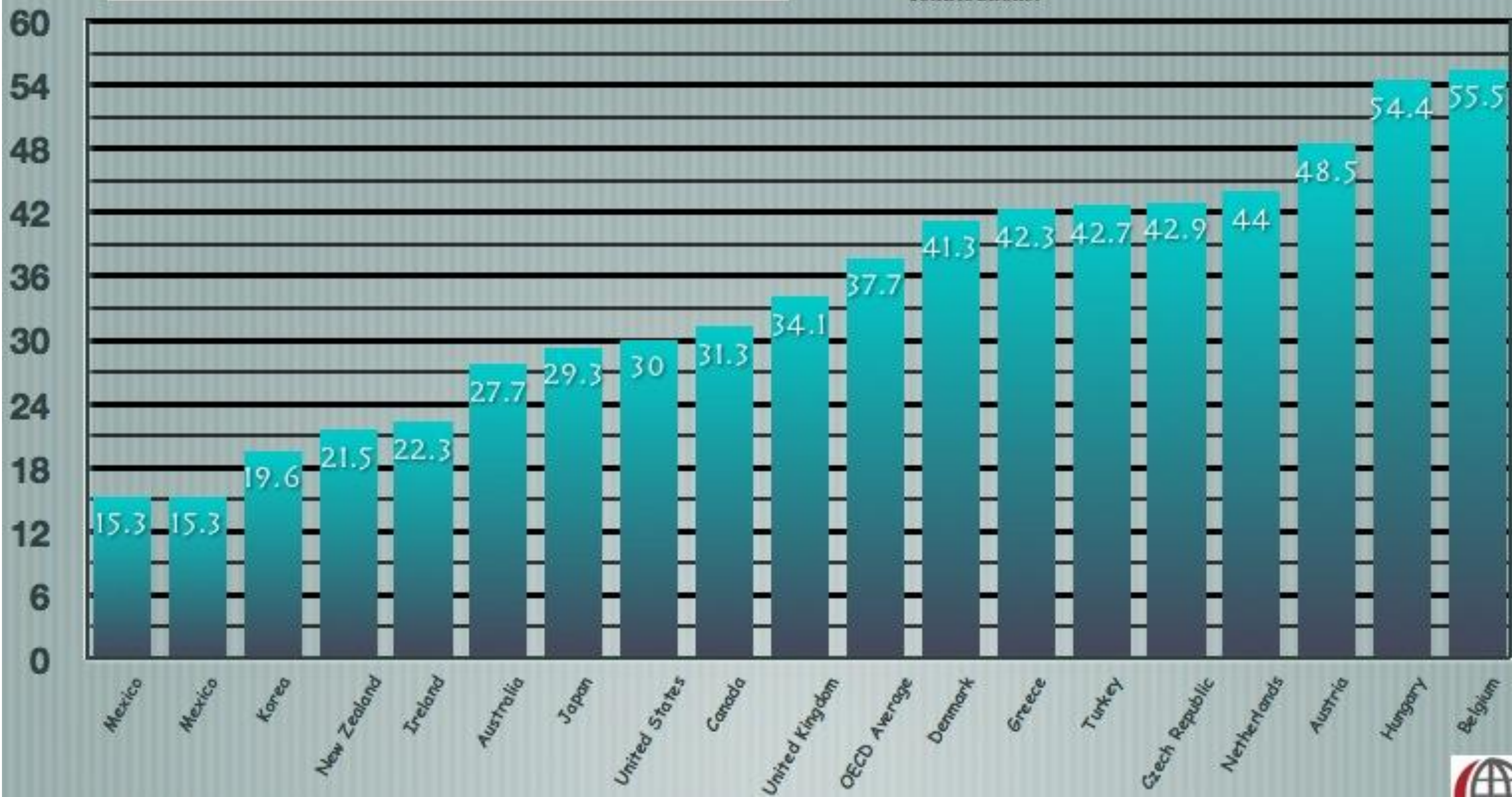
1

Taxes on the average worker*

As a percentage of labour cost

*Average worker is defined as somebody who earns the average income of full-time workers of the country concerned in sectors C-K of the International Standard Industrial Classification (ISIC).

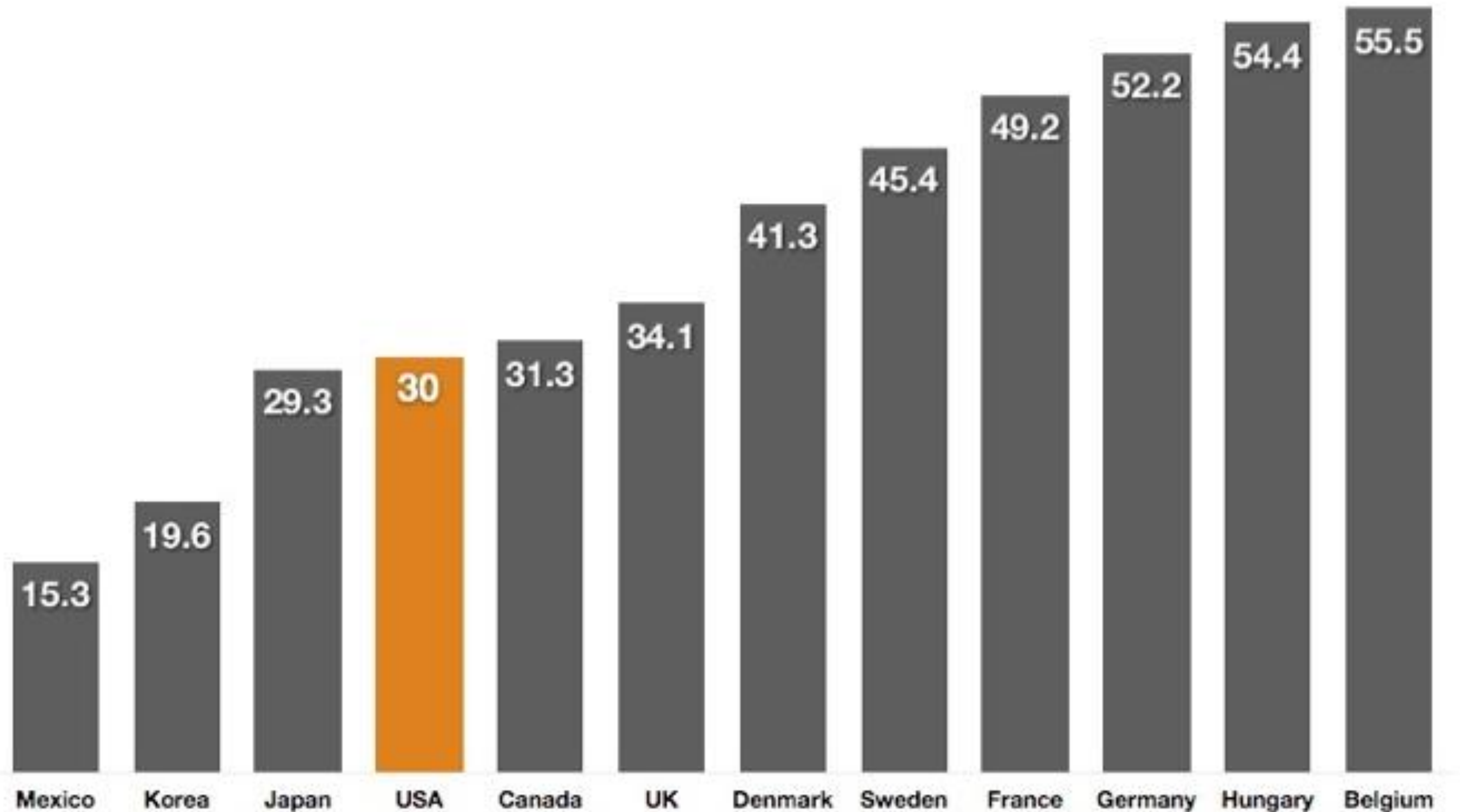
The taxes included in the measure are personal income taxes, employees' social security contributions and employers' social security contributions.



2

Taxes on the average worker (2007)

As a percentage of labour cost



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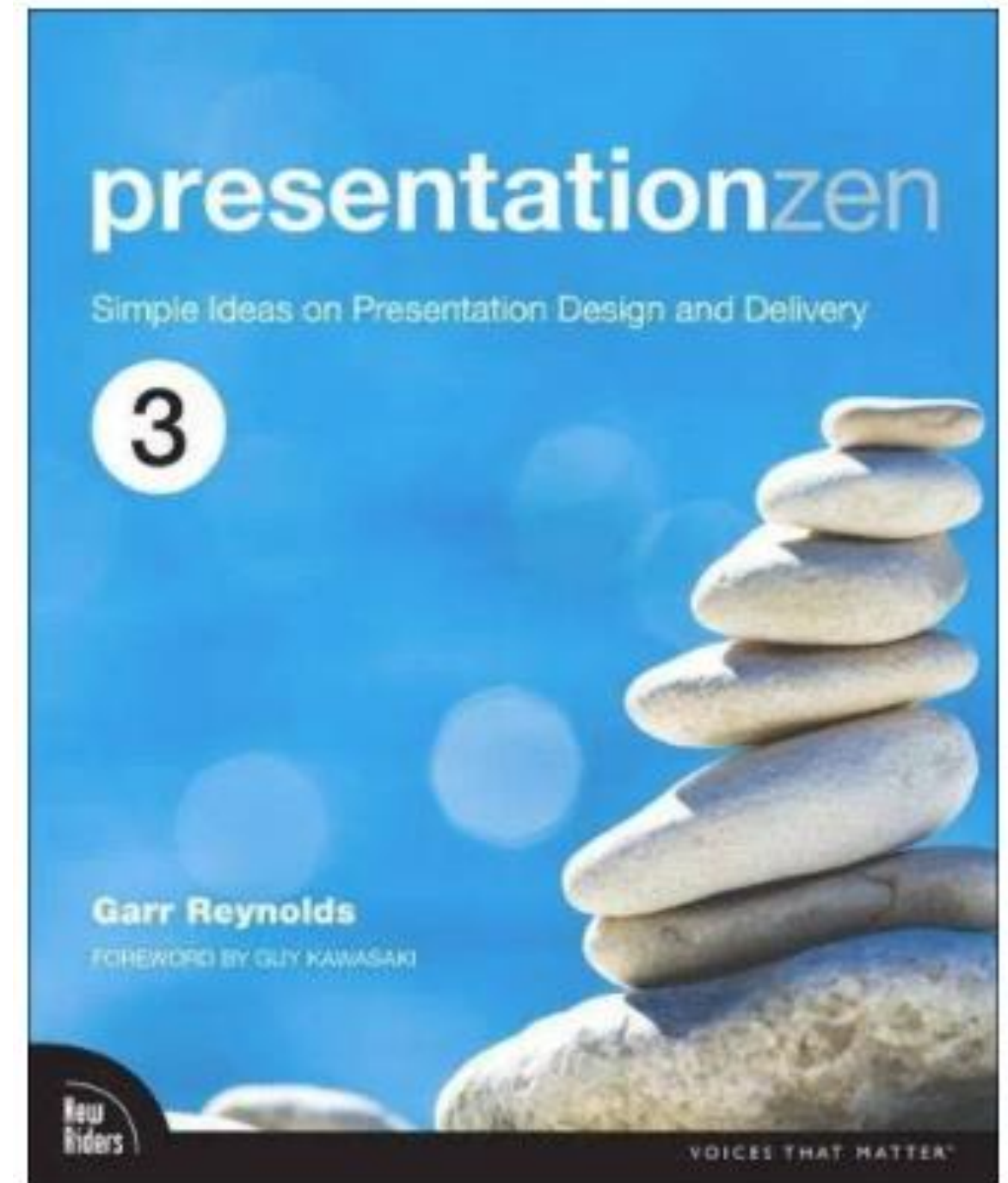
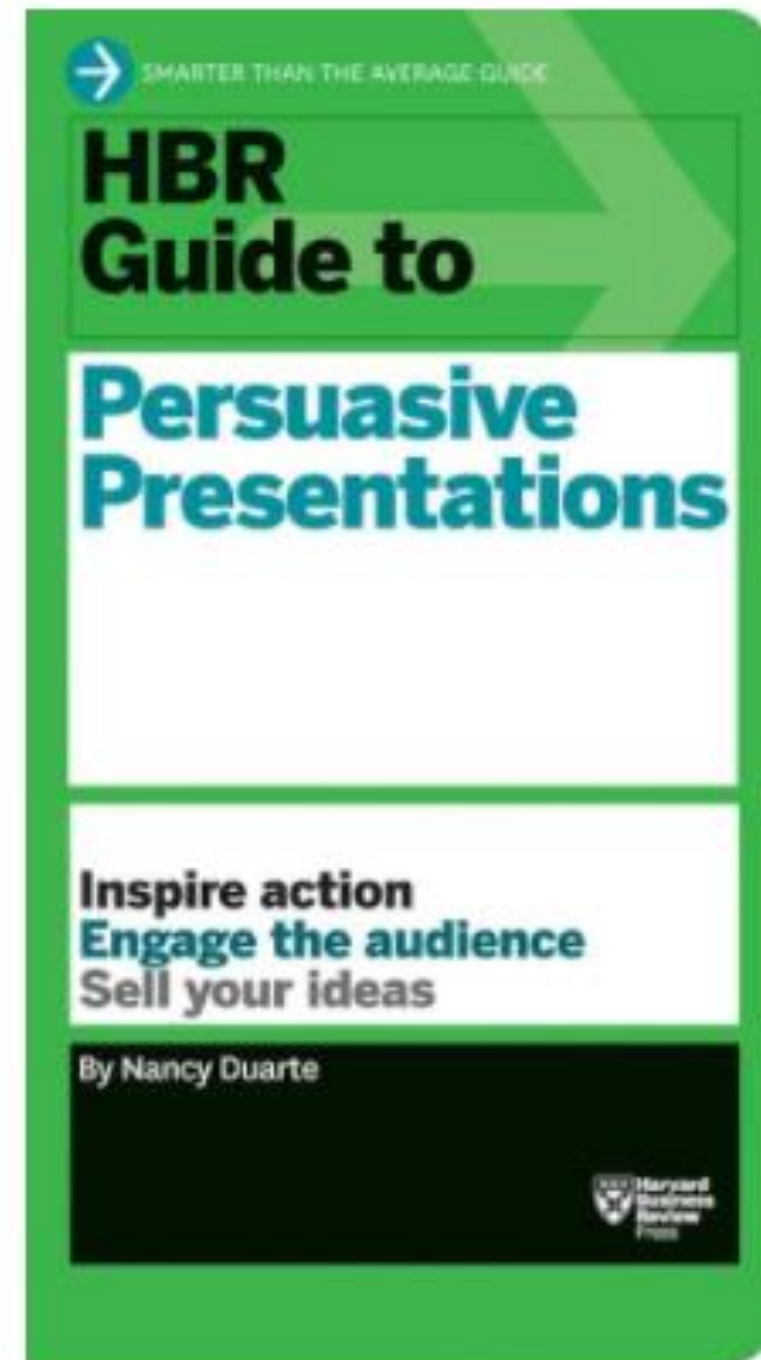
Which slide is better, slide 1 or slide 2? Why?



THANK YOU



References



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Effective Presentations Survey