

TOP 10 KEYS TO AN EFFECTIVE PRESENTATION

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Keys To An Effective Presentation

- Know your topic, *but*
- It's not all about the topic
 - Confidence
 - Knowing & engaging your audience
 - Tips/tools





1. CONFIDENCE





1. Confidence: Why?

- ****Engages audience****
- Portrays professionalism
- Adds credibility



1. Confidence: How?

- Remember: you were asked to speak for a reason
- Practice + practice + practice = GURU
 - Mirror
 - Family/friend
 - Video yourself
 - (👉 Time yourself!)
- Re-imagine audience
- Google it



1. Confidence: *How?*

- Fake It

(You are the smartest person in the room!)



1. Confidence



There is a difference between
CONFIDENCE and **ARROGANCE**





2. BODY LANGUAGE





2. *Body Language*

- Stance
- Eye contact
- SMILE!
- Patience/welcome questions (especially repeats)
- Actions speak louder than words

Facta non Verba





2. And speech...

- Clearly, especially with technical terms
- Slowly
- Into the microphone



2. And expressions....





3. KNOW YOUR AUDIENCE





3. *Know Your Audience*

- Blue-collar/white-collar?
- What side of the “topic fence”?
 - Don’t alienate!
- Big/small group?
 - Increases effectiveness of method of delivery
- Professional/personal environment





3. Know Your Audience

- If you don't know.....ASK!!
 - *Or risk losing your audience*

Bonus: Best time of day to speak to this group?





4. ENGAGE AUDIENCE

Make it Relatable





4. *Engage Audience: Relatable*

- WHY?

- Maintains interest of audience
- Helps reinforce message / audience retention



4. *Engage Audience: Relatable*

■ HOW?

- Examples
- Graphs / charts
- Stories
- Case studies





5. ENGAGE AUDIENCE

Dumb It Down




5. *Engage Audience - Dumb It Down*

- Pretend Audience *knows very little (nothing?) about your topic*
- Use appropriate verbiage
- Teaching grade school or college?



Don't be condescending!



5. ENGAGE
AUDIENCE
READING



5. *Engage Audience: Don't Read*

- Your audience can read
- Don't waste their time
- Identify an alternate way to present the information?





6. SLIDES

Just The Facts, Ma'am



Information Return Penalties

- › Funds must file applicable Form 1099-Misc and Form 1099-R based on IRS guidelines
- › Penalties will apply if you fail to file timely, fail to include all required information on the form or include incorrect information on the return
- › If the failure to file a correct return is due to disregard for the requirements, the penalty is at least \$250 per information return with no maximum penalty
- › The amount of the penalty is based on when you file the correct information return. The penalty is:
 - › \$30 per information return if you correctly file within 30 days (by March 30 if the due date is February 28); maximum penalty \$250,000 per year
 - › \$60 per information return if you correctly file more than 30 days after the due date but by August 1; maximum penalty \$500,000 per year
 - › \$100 per information return if you file after August 1 or you do not file required information returns; maximum penalty \$1,500,000 per year

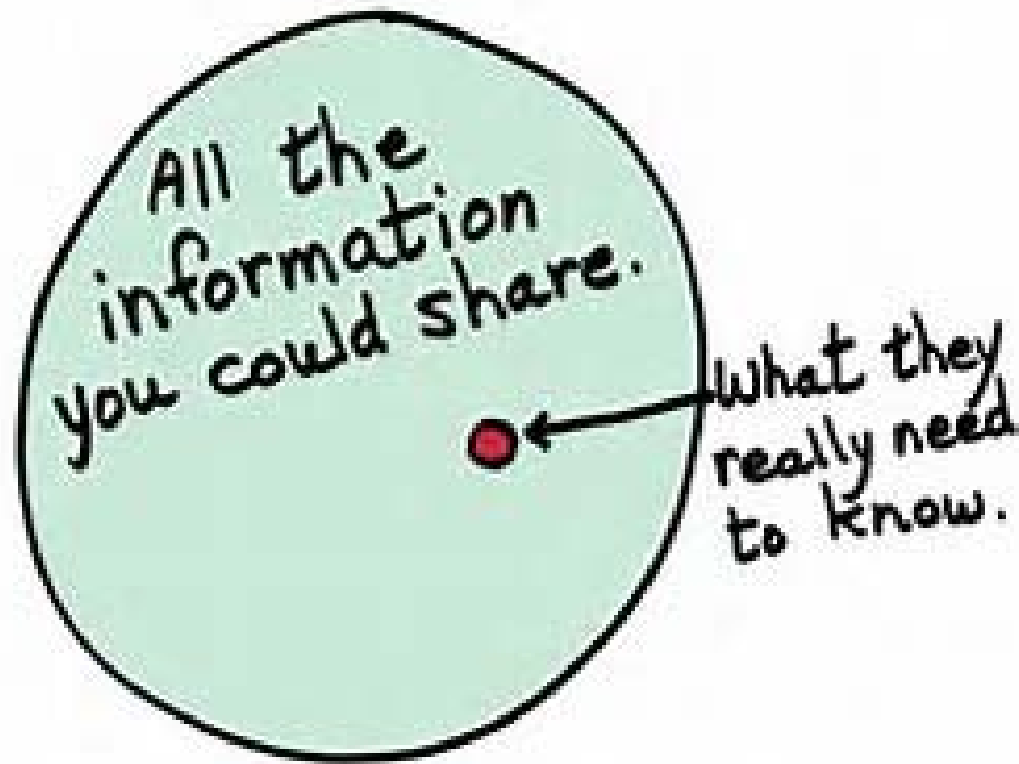


6. *Slides: Just the Facts Ma'am*

- **More text = more disengaged audience**
- **Goals:**
 - Highlight main ideas
 - Easy to follow along
 - EASY TO READ
 - Least amount of effort from audience



6. *Slides - Just the Facts Ma'am*





7. SLIDES

“I” Before “E”



7. Slides: “I” before “E”





7. *Slides: “I” before “E”*

- Take time to proofread!
- Consistent formatting

Time → Effort → Credibility → Audience Love!





8. HANDOUTS





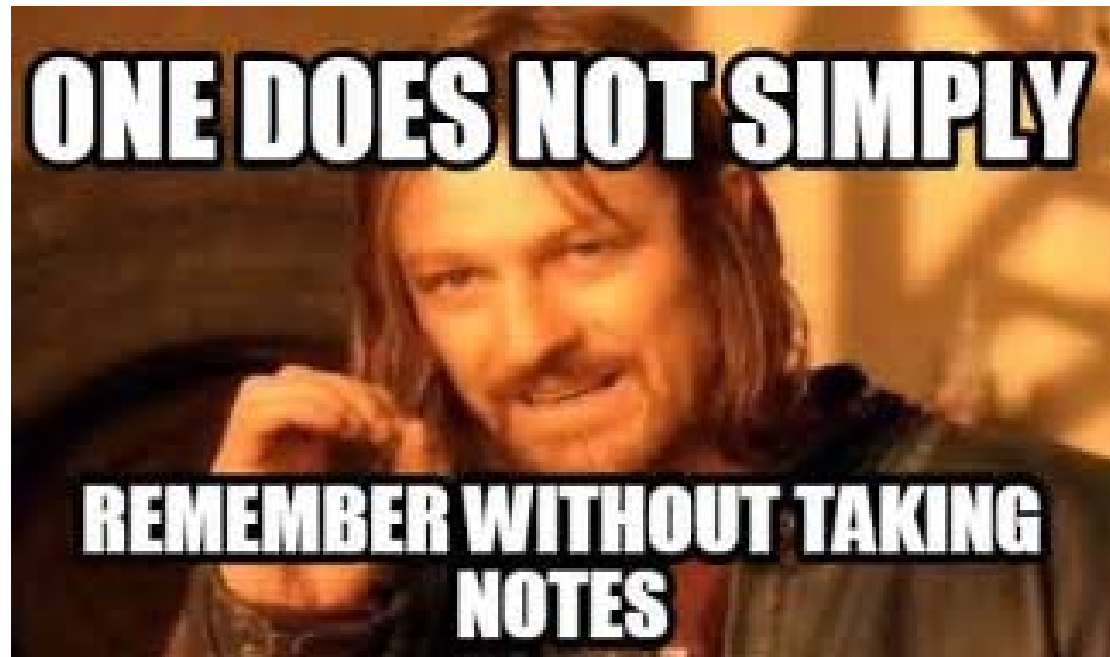
8. *Handouts*

- Space for notes
- Allows listener to decide what to walk away with
- Future reference tool



8. *Handouts*

- Seeing + Writing = Learning





9. MAKE IT FUN!



9. *Make It Fun: Why?*

- Increases audience engagement/participation
 - Favorite class in school
 - Waze celebrity voices
- Goes by faster →
- Improves retention
 - Best Commercials?



9. *Make It Fun: How?*

- Funny pictures, stories, jokes
- Random slides
- Audience participation
 - Q&A with prizes
 - Game Show



Keep appropriate for topic / audience



10. FEEDBACK



10. Feedback: Why?



10. *Feedback: How?*

- DURING:

- Watch the audience for signs

- Yawning
- Quiet relevant/irrelevant discussion
- Smiling/laughing
- Watching YOU?



10. Feedback: How?

- DURING:

- “Go back one slide”

- More time allotted next time

- Questions jumping the gun?

- Next slide → following logical progression

- Far down the list → re-order slides next time



10. *Feedback: How?*

■ AFTER:

- Listen to chatter as audience leaves

- Why are there post-session questions?
 - Explanation too vague?
 - Not enough examples?
 - Embarrassed to ask in front of the class?



10. *Feedback: How?*

- AFTER:
 - ASK → written evaluation
 - Range (1-5)
 - Space for additional comments





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