

Presentation Skills: WRITTEN --- COMMUNICATION

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June 5, 2013
Baku - Azerbaijan



Topics

- **Power Point presentations**
- **Slide content and design**
- **Examples**
- **DO's & DON'Ts**

**WHEN is it
appropriate to
use Power
Point
presentations?**



The Written Presentation

- **“One picture is worth a thousand words”**
- **Know:**
 - **The subject**
 - **The audience**
 - **THE PRESENTATION**

The Power Point Presentation

- It's a tool
- It should include the main ideas, topics
- Everything the speaker says should not be in the PP presentation
- Reasonable number of slides

Slide Content

- Your first slide should include:
 - the title of your presentation
 - your name
 - your organisation
- Keep the information on each slide concise
- Keep abbreviations and acronyms to a minimum. Always write the full name out the first time you use them
- Have a concluding slide that covers the key messages

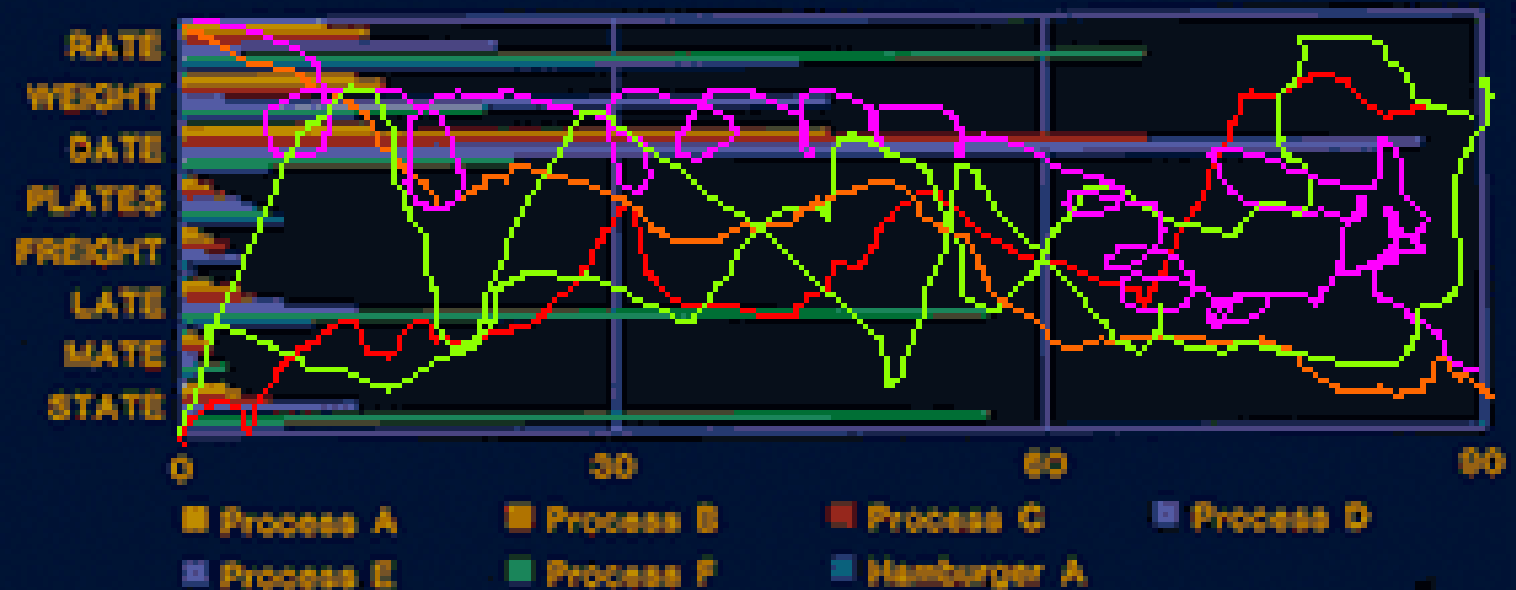
Slide Design

- Keep it simple and well balanced
- Keep tables and graphs simple
- Balance text and graphics
- Pictures help personalize the presentation, but too many can distract from the content
- Avoid the overuse of colors, clip art and animation.

(Queued In Questionable Query Queue)

Seasonally Adjusted for GNP, HMO, RAT and STP

DATA CURRENT AS OF 12:01 am EST July 4, 1776





Check point

If your slides were viewed without your verbal presentation, would they convey the main message?

The slide

- Easy to read;
- Should help the audience remember the main ideas;
- Key words, this is not a novel page;
- Keep the balance between visual / listening;
- 666 Rule:
 - 6 bullets per slide;
 - 6 words per bullet;
 - 6 bullet slides in a row (max);

Standard Life Investments

<http://www.standardlifeinvestments.com>

Established 175 years ago

5 million customers worldwide

Assets Under Management (AUM) - GBP 86.6 billion (2004)

Operations in UK (home office), Canada, Hong Kong, Ireland and US as well as representative offices in China and Korea.

Investment Philosophy - “.. research-intensive and built around Focus On Change - early identification of changes in the key drivers affecting markets and the factors likely to cause a shift in the investment environment.”

Socially Responsible Investment Statement of Principles and Policy - “... Because we take our responsibility as a shareholder seriously, we seek to use our influence to encourage the achievement of best practice standards of environmental and social management at the companies in which we invest with a view to protecting and enhancing the value of the investments held on our behalf by our customers.”

Socially Responsible Investment Guidelines – “In general, we expect companies to meet internationally recognized standards or industry best practice standards, whichever is higher. Analysis of company policies in four categories: Environmental Responsibility; Employee Relations; Human Rights and International Operations; and Corporate Citizenship and Business Ethics.”

ADAF objectives and activities:

- Actively supporting women entrepreneurship
- Participation in national and international projects
- Participation in developing policies supporting the development of women entrepreneurship and gender equality at a national and international level, under the authority of the EU and UNDP
- Implementing an electronic market system to support and promote products and services, domestically and globally, in order to build new partnerships.
- Supporting women participation in shaping policies concerning the informational society and electronic commerce
- Hosting WINNER HelpDesk Romania (UN programme for the development of women entrepreneurship)
- Organizing events (round tables, seminars, conferences, exhibitions, etc.) on specific problems and recommending vocational training programmes for women
- Initiating and participating in various projects and programmes regarding women development and care for child and family
- Integrating in entrepreneurial activities women from minority population
- Developing partnerships with similar organizations at a national and international level, as well as with public institutions, in order to develop women entrepreneurship.

In 2002, 2003 and 2004 several CEE stock exchanges implemented corporate governance codes. The codes have had a significant impact on financial and particularly on non-financial disclosure by listed companies.

In September 2002, the Warsaw Stock Exchange was the first stock exchange in the region to implement a corporate governance code. In the category of corporate governance, Polish listed companies provide the most information in their annual reports about the five questions surveyed.

The Budapest Stock Exchange implemented its corporate governance code in January 2004. In the category of corporate governance, Hungarian and Polish companies provide the most information on company websites about the five questions surveyed.

The Ljubljana Stock Exchange implemented its corporate governance code in March 2004. Slovene companies (along with Latvian and Lithuanian companies) are the out performers in terms of English-language website availability. Slovene companies are also the out performers in terms of disclosing information on environmental policy and social policy.

DO's

- **Focus on the message**
- **Use visual aids**
- **Be flexible**
- **Adapt to the audience**
- **Use spelling**

DON'Ts

- **Read the slides**
- **Use irrelevant information**
- **Talk too much / too fast**
- **Prepare long presentations**

Death by PowerPoint



B O R E D O M

No really, I love listening to you.

To conclude...

- Clearly communicate your information - Keep it simple
- Use color, photos, graphs wisely
- Stay with your goal - GET THE MESSAGE THROUGH