Section 6
Presentation

PRESENTATION FORMAT

When developing your presentation, it is important to make sure that you are providing a clear and concise picture of your proposals, why they should be implemented, who should be involved in the implementation, and the timing required. All this information needs to be conveyed in 10 to 12 minutes. This can be accomplished with a well-organized and well-delivered presentation. A presentation should be structured into three sections: the introduction, body and conclusion.

INTRODUCTION: In the introduction phase of your report, the following questions should be answered.

What is the topic and scope of the project?

Who was involved? Consider not only the assigned team members, but also any others who have made significant contributions (i.e., other departments or suppliers).

Why was this topic studied? List the objectives or problem areas that motivated the study.

Prepare your audience for the proposals that they will be hearing by identifying the number of proposals and whether they are long term or short term. This information serves as a transition into the body of your presentation.

BODY: The body of your report contains specific recommendations your team wants management to act upon. Each proposal presented to management should include a discussion of WHAT, WHY, WHEN, and WHO. These four elements are detailed below.

What is your proposal? Explain in sufficient detail so your plan can be clearly understood, but avoid getting too detailed as this will make the proposal confusing. You can always answer questions if additional information is needed.

Why should the proposal be accepted? Describe the improvements over the current method and state the effects such as quality, ease of assembly, reliability, throughput, safety, and communications. Once these benefits have clearly been established, the effect on cost should be presented. Here the annual cost change (change in cost per unit times the annual volume) should be presented. From the annual savings the cost of change is subtracted so that a first year effect of the proposal can be determined. It is also important that concerns surrounding the proposal be addressed at this point.

Who should implement the proposals? In most cases, with the approval of the proposals the involvement of the study team ends and the implementation is assigned to the line organization. The departments involved should be reviewed by management in evaluating manpower requirements and setting priorities.

CONCLUSION: After all the proposals have been presented, the objective is to get management to initiate action. In the conclusion of the presentation summarize the impact of all proposals, then ask the management group for their decision.

PRESENTING THE RECOMMENDATIONS

The selling of your proposals is often dependent on not only the facts of your study but how the facts are presented. A clear and concise report is much more effective than a long, wordy, detailed one.

Your presentation can be enhanced by the following:

- Talk in a relaxed, conversational mode; do not try to make your report too formal. A relaxed mode of presentation stimulates a relaxed atmosphere, demonstrates confidence in your proposals, and promotes good dialogue between the audience and the team.

- Speak rapidly, but articulate clearly, leaving pauses between paragraphs. Rapid delivery has higher interest rate.

- Reveal major points to be remembered early in the presentation.

- Learn your presentation point by point, not word by word. Careful preparation and a great deal of practice are required to create smooth, effective presentation. Mark Twain once said, "It takes three weeks to prepare a good ad-lib speech."

- Concentrate on proposed concepts; do not dwell on existing situations.

- Keep on the concepts that you are proposing, not the concepts that did not work out.

- Be enthusiastic about your proposals. Think positively about receiving management approval.

- Use examples, visual aids, drawings, sketches, or sample parts whenever possible to help make your points.

- When questions are asked, the speaker should not feel that it is necessary to answer all the questions personally. Questions should be responded by the team member who is most informed about the subject matter.

- Visual aids will only be effective if they can be seen by all. Check out the room ahead of time to see how you can use the room arrangement to your best advantage.

- Determine where the decision-makers will be sitting with respect to you and your visual aids.

- If you are using projectors, be familiar with their controls and have extra bulbs on hand.

- Check out presentation material on the equipment to be used. Will it be clear and visible to your audience? How should the room lights be set to assure the visuals can be seen? You can dim the lights but do not shut them off! The audience needs to see you. If the image appears washed out on the screen, removing a few bulbs directly over the screen generally resolves the problem.

- When using visuals, face the audience and talk to them. Often presenters tend to turn toward the visuals and talk to the screen. By pointing you feet toward the audience and gesturing with the hand closest to the screen you should be able to avoid the problem.

WRITTEN DOCUMENTATION

In addition to the oral presentation of the team's proposals to management, a written report should be prepared. In this documentation background and other detailed information are included with the team's recommendations, benefits and implementation plan.

This written report may also be reviewed with affected staff areas and middle management groups to obtain their input prior to presenting the information to management. The written report should be provided to the management staff one week prior to the oral presentations.