**BUSINESS PRESENTATION**

**Overview**

A business presentation is a formal communication process where individuals or groups convey information, ideas, proposals, or strategies to an audience within a business or professional setting. It involves delivering a structured message using various visual aids, such as slides, charts, graphs, multimedia elements, and verbal communication skills. Business presentations serve multiple purposes, including informing, persuading, training, or motivating the audience. They are commonly used in meetings, conferences, sales pitches, training sessions, and other business-related events. The primary goals of a business presentation are to:

* Communicate Information: That is, to share data or update important information about a company, project or product.
* Persuade and Influence: Presentations aim to convince the audience of a particular viewpoint, such as pitching a new idea, proposing a strategy, or seeking investment.
* Train and Educate: Presentations help disseminate knowledge, teach new processes or skills, and provide training to employees or stakeholders.
* Motivate and Inspire: Presentations can inspire and motivate employees by communicating the company's vision, goals, achievements, or fostering a sense of purpose and commitment.

Effective business presentations incorporate elements such as a clear structure, engaging content, visual aids, effective delivery techniques, and interaction with the audience. Presenters strive to engage, inform, and persuade their audience, while also considering the specific needs, interests, and knowledge level of the listeners. A successful business presentation is well-organized, engaging, and delivers the intended message effectively, resulting in increased understanding, engagement, and action from the audience.

**Introduction**

The introduction of a business presentation sets the tone for the entire presentation and plays a crucial role in capturing the audience's attention and establishing rapport. Key components to include in the introduction of a business presentation:

1. ***Greeting and Opening Statement***

Begin by greeting the audience and introducing yourself. Use a warm and professional tone to create a positive first impression. Follow the greeting with an attention-grabbing opening statement that piques the audience's curiosity or highlights the importance of the topic.

1. ***Establishing Relevance***

Clearly state the purpose of the presentation and why it is relevant to the audience. Explain how the topic directly relates to their interests, needs, or challenges. Emphasize the potential benefits or outcomes the audience can expect from the presentation.

1. ***Agenda Overview***

Provide a brief overview of the presentation's structure and main sections. Outline the key points or topics that will be covered. This helps the audience understand the flow of the presentation and prepares them for what to expect. Incorporate a compelling story, anecdote, quote, or relevant statistic that captures the audience's attention (Kuswoyo & Siregar, 2019). The hook should connect with the audience emotionally or intellectually, drawing them into the presentation.

1. ***Establish Credibility***

Briefly establish your credibility and expertise on the topic. Share relevant qualifications, experiences, or achievements that demonstrate your knowledge and authority (Evans, 2013). This helps to build trust and enhances the audience's confidence in your presentation. Encourage audience participation and engagement right from the start. Pose a thought-provoking question, ask for a show of hands, or request a brief introduction from some attendees. Engaging the audience early on creates a sense of involvement and active participation.

1. ***Time Frame and Expectations***

Mention the expected duration of the presentation to manage the audience's expectations. Briefly outline any interactive segments, Q&A sessions, or breaks that will occur during the presentation. Clarify how questions will be addressed, whether during the presentation or at the end. Smoothly transition from the introduction to the main body of the presentation (Maignan & Ralston, 2002). Provide a clear segue that indicates the shift from the introduction to the presentation's core content. Remember to keep the introduction concise, engaging, and focused on setting the stage for the rest of the presentation. By clearly establishing the purpose, relevance, and structure, and by incorporating audience engagement techniques, you can capture the attention and interest of the audience right from the start.

**Background/Context**

The background/context section of a business presentation provides the necessary information to set the context for the audience. It helps them understand the current situation, problem, or opportunity that the presentation addresses. Here is an outline of the key components to include in the background/context section of a business presentation; Transition smoothly from the introduction to the background/context section. Remind the audience of the main topic or purpose of the presentation. Provide a brief summary of the topic or subject matter that the presentation focuses on (Kelton & Pennington, 2012). Give a high-level overview of the main factors or issues related to the topic. Provide relevant historical context or background information related to the topic. Explain how the situation has evolved over time and any significant events or developments that have occurred.

Present an overview of the industry or market in which the topic resides. Discuss key trends, challenges, or opportunities that are relevant to the audience. Share statistics, data, or market research findings to support your points. Clearly define the current situation or problem that the presentation aims to address. Describe the specific challenges, issues, or gaps that exist. Provide relevant facts, figures, or data to support the description of the current situation. Identify the key stakeholders or parties affected by the topic or problem. Discuss the potential impact or implications of the current situation on the audience or relevant stakeholders. Explain why the topic is important and why the audience should be interested or concerned. Clearly state the objective or goal of the presentation in addressing the background/context. Explain how the presentation aims to provide insights, solutions, or recommendations related to the current situation. Smoothly transition from the background/context section to the main content of the presentation. Provide a clear segue that indicates the shift from the background to the core content.

It's important to strike a balance between providing enough context and avoiding overwhelming the audience with excessive details. Focus on key points, use visual aids if necessary, and ensure that the background/context section directly relates to the main content of the presentation. By establishing a solid foundation of understanding, you can effectively lead the audience into the heart of your presentation.

**Main Points/Content**

The main points/content section of a business presentation forms the core of your message. It is where you delve into the key topics, ideas, or arguments that support your presentation's objective. Here is an outline of the key components to include in the main points/content section of a business presentation:

* ***Introduction to Main Points***

Transition smoothly from the background/context section to the main points/content section. Recap the main topic or purpose of the presentation to ensure continuity.

* ***Main Point 1***

Present the first main point or topic that supports your presentation's objective. Clearly state the main point and provide a concise overview of what will be covered (Pollach, 2005). Use supporting evidence, data, examples, or anecdotes to strengthen your main point. Break down the main point into sub-points or supporting details. Present each sub-point clearly and concisely, ensuring a logical flow of information. Use visuals, charts, graphs, or diagrams to enhance understanding and engagement.

* ***Main Point 2***

Introduce the second main point or topic that contributes to your presentation's objective. Clearly state the main point and briefly outline what will be discussed. Provide supporting evidence, data, examples, or case studies to bolster your main point. Break down the second main point into sub-points or supporting details. Present each sub-point with clarity and relevance to the overall message. Use visuals, visuals, charts, graphs, or diagrams to aid comprehension and reinforce your arguments.

* ***Main Point 3 (if applicable)***

Introduce an additional main point or topic if necessary and relevant to your presentation. Clearly state the main point and provide a concise overview of the content to be covered. Support the main point with evidence, data, examples, or other relevant information.

Transition smoothly from the main points/content section to the conclusion of the presentation. Provide a clear segue that indicates the shift from the main points to the wrap-up of the presentation. Ensure that your main points are well-structured, focused, and aligned with your presentation's objective. Use a combination of verbal explanations, visuals, and supporting evidence to make your main points clear, compelling, and persuasive. By delivering strong and coherent content, you can effectively communicate your message and engage your audience.

**Analysis/Findings**

This section of a business presentation is where you present the results of your research, data analysis, or investigation. It involves sharing relevant findings, insights, or conclusions that support your main points or contribute to the overall objective of the presentation. Here is an outline of the key components to include in the analysis/findings section of a business presentation; Transition smoothly from the main points/content section to the analysis/findings section. Recap the main points covered so far and explain that this section will present the results of your analysis.

* ***Methodology/Approach***

Provide a brief overview of the methodology or approach used to gather and analyze the data. Explain the sources of data, research methods, tools, or techniques employed in the analysis.

* ***Data Presentation***

Present the data or findings in a clear and organized manner. Use visual aids such as charts, graphs, tables, or diagrams to effectively represent the data. Highlight key trends, patterns, or insights derived from the analysis. Interpret and explain the significance of the findings or data presented. Provide context and analysis to help the audience understand the implications or meaning of the findings (Zelazny, 2006). Use comparisons, benchmarks, or industry standards to provide additional perspective. Support your analysis and findings with additional evidence, such as case studies, testimonials, or expert opinions. Cite relevant research, studies, or authoritative sources to bolster the credibility of your findings.

* ***Key Insights and Conclusions***

Summarize the key insights or conclusions derived from the analysis. Present the main takeaways that support your main points or contribute to the objective of the presentation. Highlight the implications, opportunities, or actions that can be derived from the findings. Acknowledge any limitations or potential biases in the analysis or data. Discuss any caveats or factors that should be considered when interpreting the findings. This demonstrates transparency and ensures a balanced perspective (Clark, 2008). Smoothly transition from the analysis/findings section to the recommendations or solutions segment of the presentation. Provide a clear segue that indicates the shift from the analysis to the subsequent part of the presentation.

Remember to present your analysis/findings in a clear, concise, and organized manner. Use visual aids effectively to enhance understanding and ensure that your interpretations and explanations are accessible to the audience. By presenting your analysis and findings coherently, you can strengthen the credibility of your presentation and provide a solid foundation for the recommendations or solutions that follow.

**Recommendations/Solutions**

Based on your analysis and findings, propose recommendations or solutions. Explain how your recommendations address the problem or capitalize on the opportunity. Outline the benefits and potential outcomes of implementing your recommendations.

**Implementation Plan**

Provide a step-by-step plan or timeline for implementing the recommended solutions. Discuss any necessary resources, budget considerations, or potential challenges. Highlight the expected milestones or deliverables throughout the implementation process.

**Conclusion**

The conclusion of a business presentation is the final segment where you wrap up the main points, reiterate key messages, and leave a lasting impression on the audience. Key components to include in your conclusion; Provide a concise summary of the main points covered throughout the presentation. Remind the audience of the key ideas or arguments you have presented. Use clear and straightforward language to ensure understanding and retention. Emphasize the most important messages or takeaways from your presentation. Restate the key benefits, outcomes, or insights that you have shared. Use memorable language or storytelling techniques to reinforce the impact of your message. Clearly state the desired action or response you expect from the audience. Present a specific call to action, such as making a decision, implementing a solution, or taking further steps. Explain the benefits or advantages of taking the recommended action.

End your presentation with a memorable final thought or closing statement. Use a thought-provoking quote or powerful statement that encapsulates your main message. Aim to leave a lasting impression on the audience. Express gratitude to the audience for their time, attention, and engagement. Thank any individuals or teams who contributed to the presentation or supported your work. Show appreciation for the opportunity to present and collaborate. Provide your contact information, such as email or website, for further follow-up or inquiries. Share any additional resources, references, or materials that can assist the audience in exploring the topic further.

If there is time allocated for questions and discussion, invite the audience to participate. Address any remaining questions or concerns that the audience may have. Encourage dialogue and ensure that the audience feels heard and valued. End the conclusion with a final closing remark that leaves a positive impression. Reiterate your confidence in the proposed solutions, recommendations, or ideas presented. Use confident and optimistic language to leave the audience with a sense of enthusiasm and motivation. Remember to keep the conclusion concise, focused, and impactful (Leopold, 2023). By summarizing the main points, reinforcing key messages, and providing a clear call to action, you can leave the audience with a strong sense of your presentation's value and inspire them to take the desired action.

**References**

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