

Discussion post
Name
professor
institutional Affiliations
course
Date

A business presentation according to me is a formal communication of ideas to a group of people in a business setting.

This may include the use of power point presentation, report, speech or demonstrations.

Business presentations are ment to persuade the people listening to make a decision in favour of the marketing or the business idea you're working on. It may also inform or inspire the business partners or the audience.

Personally I believe that a well prepared and delivered presentation can help the organisation or company to achieve the desired objective.

This may include:

1.Winning a contract

2.Inspiring change to the audience

3.securing funding for the organization.

A typical business presentation may include an Introduction, summary of the key points, supporting evidence, conclusions and recommendations. I would like to advise you to add the use of visual aids, graphs charts and images as this may help illustrate and clarify the information presented/ delivered to the audience.

I would also like to understand that n effective business presentation are usually well organized, concise, prentable and engaging.

This creates creates a clear understanding of the ideas presented o the audiences needs and interests.

A successful business presentation requires careful planning, presentation and execution.

Business presentations may vary depending on the audience, purpose and content.

some common components in the presentation may include:

1.Objective

The information presented should be able to motivate, educate, persuade, inform and entertain the audience.

2.Audience

You should identify the target audience for the presentation. This includes the needs, interests, knowledge and expectations of the audience. This will help you create the style of the presentation according to the audience's preference.

3.Content

Your content should include the key message, main points, supporting evidence and visual aids. This should convey information or ideas effectively and engagingly.

4.Delivery

Delivery method should be appropriate i.e in person, virtual or recorded.

*Practice delivery skills i.e voice, body language, contact and timing.
It's advisable to be confident, enthusiastic and respectful of the audiences time and attention.*

5.Feedback

I would like to advise you as a presenter to seek feedback from the audiences or from other trusted sources to evaluate the effectiveness of the presentation.

This will help you identify the areas for improvement and adjust future presentations according .

Types of business presentations

According to me business presentations may take many take many forms depending on the purpose, audience and context.

1.Sales presentations

They aim to persuade potential customers to buy a product or service by highlighting it's features,benefits and valuable proposition.

It may also include product demonstrations,testimonials or comparisons with competitors.

2.Investor presentations

This are presentations that are ment to urge investors in order to provide funding to the organization or company.

One has to provide the company's financial performance,growth aspects,management team and market opportunities.

Investor presentation may include financial projections,market analysis or exit strategies in case of a crisis in the company.

3.Training presentations

This are presentations to the employees in the company.It may include new workers.This is ment to

keep employees in lane on what to do and how they are expected to work.

4.Conference presentations

This are presentations on the research on a particular field.

It may include:

Data visualization,

Case studies and

Panel discussions.

Am going to show you how to create and deliver effective business presentations.You can follow some practical tips stated below:

1.Know your audience

2.Keep it simple i.e

Avoid usingjargon,complex language or too many details that can overwhelm your audience.

Use simple and clear language on focus on the key messages or points.

References:

- :1.**world business forum
- 2.**presentation zen by Garr Reynolds
- 3.** Harvard business reviews.