

Giving Powerful HR Presentations

*Review This Quick & Handy Guide Before
Preparing & Delivering Your Next HR
Power Point Presentation*

Excellent Ways to Start a Presentation



Tell a captivating story

It can be a personal story or about someone else who the audience can learn from. Captivate your listeners in the first 60-90 seconds and make sure the story encapsulates the key point of your message.

Show a gripping photo

Use photos instead of text, when possible. A picture is worth a thousand words.

Ask a rhetorical thought-provoking question

You ask these questions for persuasive effect; you don't expect the audience to answer aloud, rather silently to themselves and arouse curiosity and motivate your audience to think about the answer.

State a shocking statistic or headline

The statistic, bold claim, or headline needs to be directly related to the main purpose of your presentation. The audience will listen and respond positively to your recommendation and next steps.

Use a powerful quote

The quote must have meaning and relevance to the audience. Employ the wise words of a well-known person because the name allows you to tap into his or her credibility, likeability, and notoriety.

Use a prop or creative visual aid

A prop is a magnetic tool that hooks your audience and keeps them watching. Using a visual aid can also help emphasize a point.



10 RULES TO INSTANTLY IMPROVE YOUR PRESENTATIONS

1

NO BULLET POINTS



YOUR AUDIENCE CAN READ YOUR SLIDES FASTER THAN YOU CAN READ IT TO THEM

Bullet points ruin presentations. When you use bullet points, you take away from your talent as a speaker and reduce your meeting or presentation to a read-aloud session. Bullets work great in reports and documents, but keep them out of your presentations.



2

START ON PAPER

THE COMPUTER WILL ONLY BOX YOU INTO TEMPLATES

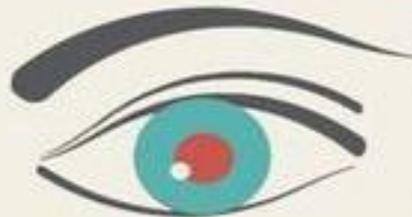
PowerPoint is a great tool, but starting your presentations on the computer will only box you into the templates that Microsoft and your company has created. Instead, grab a couple pieces of paper and a stack of sticky notes. Treat each sticky note as a slide and write the overall idea of each slide needed on a sticky note. Then peel and place them on the paper until you have a solid presentation outline that tells your story.



THE 30 PT RULE

3

YOUR AUDIENCE DOES NOT HAVE SUPER-HUMAN VISION



Your audience does not have super-human vision. When you use text on your slides, use a font size no smaller than 30pt. Any smaller, and your audience won't be able to read the text on your slides.



4

NO STARBURST



DON'T USE CRAZY SHAPES IN AN EFFORT TO "JAZZ UP" YOUR SLIDES.

What is a starburst? When you think about it, it's really just a crazy circle that serves no purpose. When we refer to this rule, a better way to think about it is to make sure your slides are simple. Don't use crazy shapes of clip art in an effort to "jazz up" your slides. Instead, think about what you can delete from your slide to make sure the message you are trying to communicate is clear.



5

TIME-LIMITS, NOT SLIDE-LIMITS

Does your company ask for "3 slides" for meetings? When you're only allowed a set number of slides, it can lead you to break all of our above rules. Ask your manager to change the slide limit to a time limit. In a three-minute presentation, some presenters may use 20 slides or even more. By setting a time limit and not a slide limit, organizations can empower employees to give better presentations.



ORGANIZATIONS CAN EMPOWER EMPLOYEES TO GIVE BETTER PRESENTATIONS.

6

1 THOUGHT PER SLIDE



Presentations give you the opportunity to tell your story and sell your ideas. When a slide is packed with five different ideas, your story is lost. When you are looking through your slides, make sure they only communicate one idea per slide.

TELL YOUR STORY AND SELL YOUR IDEAS

NO NOISE

7

Glance at a slide for a couple of seconds. Do you understand clearly what that slide is about? If you do not, then it likely has too much noise. Keeping slides simple is one of the most important steps you can take in making great presentations.



8

NO LOGO ON EVERY SLIDE

If you are 20 minutes into a presentation and your audience doesn't know who you are and what company you are with, then you have a major problem. This problem isn't going to be solved by placing your company logo on every slide in your presentation. These logos add extra noise and distract from the story you are trying to tell.



9

NO CHART JUNK

Your presentation was likely not created for an academic class. Don't fill it with complex charts that will take your audience a minute or more to determine the data point you are trying to emphasize. Make your data clear. If you are going to use a chart, make sure its takeaway is clear. Remember that, sometimes, posting a single stat on a slide can have more of an impact than an elaborate chart you plucked out of a pivot table.



10

TELL A STORY

The first nine rules all support this one. As a presenter, your job is to tell a story. Make sure your presentations -- both slides and speech -- work together to tell a clear story. It should consist of essential story elements like conflict and humor. Tell a story!



ADDITIONAL HR PRESENTATION TIPS

PRE-WIRE YOUR PITCH

Gather informal input from your audience beforehand to find out their needs, opinions and hot buttons. Get EARLY feedback on your idea to avoid creating an HR presentation in a vacuum. This input will help drive enthusiasm and buy-in for your ideas.

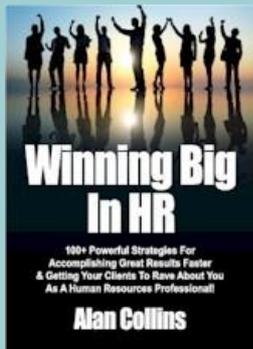
KEEP IT SIMPLE

The more complex your HR presentation is, the more difficult it will be to understand. Avoid presenting anything that has too many concepts, steps, policies or procedures.

CUSTOMIZE, CUSTOMIZE

Avoid delivering an HR presentation that is not specific to your organization or audience – just because it worked elsewhere. Do everything you can to ensure that your presentation is aligned with your organization's culture, values and needs.

ADDITIONAL RESOURCES



Winning Big in HR

100+ Powerful Strategies For Accomplishing Great Results Faster & Getting Your Clients To Rave About You As An HR Pro!

<http://WinningBigInHR.com>

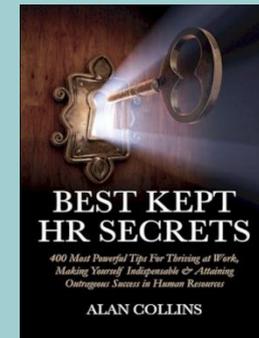


Unwritten HR Rules

21 Strategies For Attaining Awesome Career Success in Human Resources

Available now at:

<http://UnwrittenHRRules>



Best Kept HR Secrets

400 Most Powerful Tips For Thriving At Work, Making Yourself Indispensable & Attaining Outrageous Success in HR

Available now at:

<http://BestKeptHRSecrets.com>