

**RESULTS-ORIENTED
PRESENTATIONS:

A CHECKLIST
OF THE BASICS**

Overview

Executives need to be more than just efficient in traditional business and financial skills: they need to make effective presentations to the sales force, directors, industry groups, analysts, investors, community leaders, and others.

A results-producing presentation requires an understanding of the guidelines for effective speaking and how to work with an audience live or via a teleconference.

Examine the results of your last presentation against the checklist on the following page. It likely will be clear as to whether you should consider a formal training program, such as The Samansky Group's copyrighted "Power-Speak©" course. The correct answers to the 12 basic questions follow the last question.

Questions

1. **Was your speech/presentation more than 15-20 minutes?**
Yes___ No___
2. **Did you have more than 3 specific messages? Yes__ No____**
3. **Did you understand the needs of the audience?**
Yes ___ No____
4. **Were you comfortable with your knowledge of the subject and messages?**
Yes___ No___
5. **Did you consider how your remarks might influence your corporate stock price?**
Yes ___ No___
6. **Did you work directly from text?**
Yes___ No___
7. **Did you use stage directions in your text? Yes___ No____**
8. **Did you slow your speech pattern when citing your messages?**
Yes___ No___
9. **Did you maintain eye contact with the audience throughout your talk?**
Yes___ No___
10. **Did you practice your remarks in front of colleagues?**
Yes ___ No___
11. **Did you open your remarks with a “joke”?**
Yes ___ No___
12. **Would you be concerned if your entire presentation and “ad lib” comments were in the newspaper?**
Yes ___ No___

The Right Answers:

1. No 2. No 3. Yes 4. Yes 5. Yes 6. Yes 7. Yes 8. Yes 9. Yes 10. Yes 11. No 12. No

The Samansky Group can help you and your colleagues become more successful speakers via our “Power-Speak©” presentation/speech training program. “Power-Speak©” is a 2.5-3 hour program designed to train from 1 to 10 participants at a time. For more information, please call us directly at 516-293-2094, or email us at info@samanskygroup.com.

The Samansky Group also specializes in media training; crisis communications planning and development; strategic communications planning and implementation; message development; and media friendly website development.

The Samansky Group often writes and speaks on issues related to presentation and speech training. The following articles can be found at (www.samanskygroup.com):

Give 'Em That Old Razzle-Dazzle?,

Investor Relations Update

A Successful Presentation: Simple, Short And A Value-Added Speaker,

BusinessWire Newsletter