



**the Samansky Group**

*Public Affairs Consultants*

[www.samanskygroup.com](http://www.samanskygroup.com)

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## **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](mailto: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](http://www.samanskygroup.com)):

### **Give 'Em That Old Razzle-Dazzle?,**

*Investor Relations Update*

### **A Successful Presentation: Simple, Short**

### **And A Value-Added Speaker,**

*BusinessWire Newsletter*