

A large, thick black L-shaped frame surrounds the central text. The top horizontal bar is on the left, and the right vertical bar is on the right side.

COMMUNICATING COMPLEX IDEAS

Five tips for making better business presentations

Know your audience and material

- Many presentations are to inform or to influence
- The speaker's responsibility is to be understood
- Audience size is inversely correlated to the amount of detail which can be conveyed
- Our business is complex and information dense

Tips for conveying complex information

1. Present information in “executive format”
2. Explain tables and figures as if they cannot be seen
3. Use slide builds and highlights to direct attention
4. Avoid jargon, acronyms, and distractions
5. Use metaphors to simplify relationships

Above all, *keep it simple*

“An effective speaker knows that the success or failure of his talk is not for him to decide - it will be decided in the minds and hearts of his hearers.” Dale Carnegie

“If you can't explain it simply, you don't understand it well enough.” Albert Einstein

“As to the Adjective: when in doubt, strike it out.” Mark Twain