Assignment 1, Business Presentation Plan

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**Introduction**

Business Presentation Plan is one of the most critical activities of the manager especially when sit is about launching a new product or service. Presentation is the way which communicates your idea, strategy or message with the people who you want to communicate with. For the manager, it is highly crucial to ensure every aspect before proceeding to the actual presentation especially when presenting critical things like product launching at a medium-sized company which hardly have around 200 employees. It is important for managers because it makes them able to make an inspiring presentation where every involved person get engaged in the actions as after the presentation ends. Beyond that, pre-planning is crucial because if you or manager does not plan how the presentation would be presented then his or her idea or message may not be conveyed in their desired way.

Planning for business presentation need organization of the presentation, deep and proper research and proper and effective planning. These three are the key things which have the capability to decide the success or failure of your presentation. In the presentation, the job of the manager is not only to convey his or her message nor engage the audience with the relevant information while their actual job is to assure and inspire the audience to take action on the message or strategy which has been communicated and delivered in the presentation.

To ensure that you would have and you do a successful presentation, the manager needs to make every possible planning before the day or time of presentation. It is important that the manager should plan and finalized everything as much as possible before the presentation.

For a successful presentation, the Actual Business Presentation Plan includes the following things.

**Defining Core Purpose**

It is extremely important for every presenter to clearly define the main and core purpose of the presentation. As well as to know what the engaged people want and expect from the presentation. Additionally with this, as we are launching a new product which is too extend the product line of our company, so we must consider this launch as the core purpose of the presentation. In short words, the manager is required to determine what is needed to be accomplished from this business presentation.

**Audience Analysis**

For business presentation, it is highly important that the manager or presenter learn all aspects of the audience or people who will be involved in this business presentation. This part of the plan would help the manager to tailor the presentation so that the involved group of people would respond well to the information provided and overall presentation.

Beyond that, the manager must make it a major part of his or her presentation that they should use a possible simple and easily understandable way to communicate his or her message. Like if you communicate information about marketing of a product or production of a product like Laptop case, so the engineer would not understand even a single aspect of marketing message while marketer would be completely confused when trying to understand the production process of the product. So it is very important for the manager to plan that he or she would use layman's terms instead of technical jargon.

**Outline Creation**

Creating a rough outline helps to know how you plan to address your purpose and the desired achievement. This step of presentation plan involves to define the sections of your presentation like introduction, body, analysis, and conclusion, etc. this would help the manager to divide the presentation into pieces so that the message would be communicated in a much better way.

**Proof and Evidence Development**

In the business presentation, is the most critical part is the development of required shreds of evidence regarding your message and audience concerns. In this phase of the plan, you need research all the related pieces of evidence and proofs regarding what you want to communicate and convey. As well as you must have to gather all facts and figures to facilitate your views and arguments in the presentation. His part of the plan should be done with perfection, accuracy and much earlier than presentation day or time. Like if the manager wants to convey something about sales for which he or she discusses sales of past year then he must have exact sales figures. As well as the specific activities and actions which were involved in the process of those sales and even marketing.

**Listing Questions**

Questions from the audience side always have both positive and negative impacts on the overall presentation. The questions raised by the audiences can add something new and credible to the knowledge of presenter at the time of presentation while they may put an inverse impact on the presenter or they can impact the presentation in a negative way. So in the business presentation plan, the manager needs to develop a detailed list of all questions which he/she thinks that may be raised I by the audience during the presentation. As well as the manager or presenter must produce answers for all possible questions in the list which would be found helpful during the presentation or at the time of answering the audience's questions and concerns.

In addition to the phase of the plan, the manager could also involve some experts in their fields. They should be involved for the purpose to point out most of the questions as well as to produce potential answers to the questions. This is done because the experts may help in the areas where the manager finds him or herself inefficient.

**Rehearsing Business Presentation**

The practical part of the business presentation plan is to rehearse the presentation several times. T is hugely important for every presenter who may be a manager or professional of any other level. The rehearsal should be done in front of someone or in front of the few who understand the actual points of your concept and idea. In this, the manager should ask for the improvement in the presentation or ask what do they see any weak areas or point in the presentation. This would be helpful for the manager to do a successful business presentation. It would be much help because the individuals may suggest something very crucial and amazing for the improvement as well as they may suggest the ways that how you can improve the presentation.

**Scheduling Location**

Scheduling the place, room or location where the presentation by the manager is dependent on the manager as well as the audience. But it mostly matters up to the choice of presenter. In this phase, the manager would need to schedule a specific place or location for the presentation. Beyond that, the manager should ensure that all the required equipment are available and fine. As well as he/she should make sure the place, environment, and all other factors which have enough impact on the presentation. Other than that, the manager (presenter) visit the location some days before the presentation to do check everything from every aspect.

**Delivering Presentation**

No matter how the presentation and material or message in it is effective and super, if the presentation has not been delivered well then everything can be found useless. A successful business presentation is one which covers all facts and figures, all information, details and actual message as well as it has been presented in an efficient way.

For effective delivery of the presentation, some key hints and tactics are recommended below.

**Don’t get intimidated**

Intimidation is the factor which may destroy the entire presentation even if the presentation is well planned, well prepared and well-structured from every perspective. So the manager should not let the audience to intimidate him/her. As the manager provides the message to the audience with all facts, figures, and pieces of evidence, so he/she should be enough confident during the presentation. The manager should be fully professional and confident because he communicates the things in which the audiences have an interest. As well as deliver the message and entire presentation without thinking about any worry like ridiculed or judged wrong.

**Follow the Designed Strategy**

The presenter always has a basic purpose and reason at hand and strategy which will be used to deliver the presentation effectively. So the manager (presenter) should follow the developed strategy or overall plan instead of only filling slides from material and reading them in front of people does not mean giving a presentation while it can be meant as reading a book in front of someone or giving a report to the people or audience. So the recommended strategy is the manager should provide bullet points, key factors and other realistic in a very concise way and communicate them.

**Authentication**

The best way to deliver the presentation in the best way is the presenter should be fully authentic. The audiences want the presenter to be completely authentic and real because they don't have someone who gives a lecture on a simple topic for an entire hour. So the manager has to develop a conversation with the audience instead of delivering the presentation as a speech or lecture.

**References**

Ducere, Global Business School. (2019). 9954, MANAGERIAL COMMUNICATION Assignment 1, Business Presentation Plan, 1-4.