

# Say It With Presentations, Second Edition, Revised & Expanded - Gene Zelazny

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For over 45 years, McKinsey & Company's Gene Zelazny has been showing McKinsey consultants and professionals around the world how to plan, design, and deliver effective business presentations\_and how to improve and expand their repertoire of presentation skills. Now in this revised and expanded edition of Say It With Presentations, Mr. Zelazny brings together his years of valuable communication experience to show managers\_even those with little or no presentation experience\_how to prepare winning presentations using his proven methodology and the full range of PowerPoint techniques. Written in a clear, highly engaging style, this essential business tool covers everything from defining the situationto developing the right mix of visual aids to interest your audience without overpowering them. Say It With Presentations features a wealth of practical information on: Selecting the best medium\_traditional standup presentation, discussion meeting, video conference, or virtual presentation Designing your presentation\_knowing what to put in and what to leave out Determining your message\_how to make it clear, direct, and appropriate for the intended audience Writing the presentation\_crafting the most effective story line, introduction, and ending Making the most of visuals\_including computer-driven onscreen presentations with animation, scanned images, sound, video, and links Creating charts, text visuals, and storyboards\_to produce the most attractive and convincing presentation Projecting confidence, conviction, and enthusiasm\_to hold audience attention and generate interest in your ideas Rehearsing the presentation\_to search out imperfections and make the event as compelling as possible Setting up facilities and equipment\_to ensure that everything is working smoothly and geared for a first-rate presentation Applying your delivery skills\_putting together all the oral, video, and audio effects and delivering them at the right pace Getting used to answering questions\_by preparing for and anticipating post-presentation queries from the audience Filled with scores of helpful illustrations, this wide-ranging sourcebook also explains how to take humor seriously and incorporate it into a presentationand how to use the Audience Bill of Rights to focus clearly on the needs of the audience. Comprehensive and completely up to date, the new edition of Say It With Presentations contains all the

skills-building information, methods, tips, and pointers that business professionals need to win over clients and reap greater financial rewards. Author: Zelazny, Gene Publisher: McGraw-Hill Illustration: N Language: ENG Title: Say It with Presentations, Second Edition, Revised Expanded : How to Design and Deliver Successful Business Presentations Pages: 00160 (Encrypted PDF) On Sale: 2007-03-12 SKU-13/ISBN: 9780071472890 Category: Business & Economics : Business Communication - General

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