

# Brooklyn Business Center



BROOKLYN BUSINESS SUMMIT  
SELLING SUSTAINABILITY

## Triple Bottom Line Competition

### Workshop on Presentation Skills

05 May 2009



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# Workshop Outline

- Presentation Steps
  - Plan, Prepare, Practice, Perform
- Power Point Template From The Art of the Start
- Business Plan Competition Update
  - Dates to Remember, Feedback & Registration



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# Plan

- Present topic outline step-by-step
- Inform, persuade, and educate audience
- Stay focused and accomplish objective
- Keep it short and simple
- Have a strong, memorable closing



# Prepare Presentation Structure

- Introduction / Beginning
  - Greet the audience in a friendly manner
  - Tell them who you are and why you are here
- Body / Middle
  - Template from The Art of the Start By Guy Kawasaki
- Summary / End
  - Draw conclusions, thank the judges and ask for questions



# Slide Preparation

- Animate your body, not your slides
  - Add simple pictures and charts
- Use color wisely; do **not use too many**
- Light text on a dark background or dark text on a light background
- Use big and small letters
- Build bullets, not paragraphs
  - Only one level of bullets
- Easy to read font, Sans serif 30 pt fonts



# Practice

- Practice with friends, family and colleagues
- Do not over practice or memorize
- Body language is important
  - Smile, eye contact, gestures, posture
- Breathe, be relaxed and don't show fear
- Dress appropriately



# Performance

- Talk loudly and clearly
- Change the speed, strength and tone of your voice
- Use short and simple sentences
- Use breaks
- Do not use street language and abbreviations
- Keep track of time



# Common Problems

- Verbal fillers
  - “Um”, “uh”, “like”
  - Any unrelated word or phrase
- Swaying, rocking, and pacing
- Hands in pockets
- Lip smacking
- Fidgeting
- Failure to be audience-centered



# The Art of the Start Template

By Guy Kawasaki

- Title Page
- State Problem and Solution
- Describe Business Model
- Emphasize Unique Selling Proposition
- Discuss Sales & Marketing
- Review Competition
- Introduce Management Team
- Note Key Financial Metrics & Projections
- Highlight Current Status and Use of Funds



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# Business Plan Competition Update

## Guidelines and Submission Rules

- The suggested guidelines, as posted on the Summit website, are as follows:
  - 20 page limit with an appendix up to 10 pages, totaling a 30 page document
  - Business plan and financials must include at least one year cash flow projections
- If your template differs from the above suggestions, you can still submit your plan and *it will not be eliminated.*



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# Dates to Remember & Feedback

## Save the Dates

May 5, 6-8pm Workshop 5: Presentation Skills Workshop at 260 Powers St (Optional)

May 13 by 5pm Final business plans are due. Please submit online by 5pm

May 19, 6-9pm Semi-Final Business Plan Pitch

Wed May 20 Finalists are notified

Date Undecided Presentation Skills Workshop (Mandatory for Finalists)

Wed May 27 Brooklyn Business Summit & Final Business Plan Pitch Competition

## Feedback

- We value your feedback and welcome your comments
- Our aim is to develop and enhance the competition each year so that it is customized to your business interests

# Registration

- Please make sure your registration paperwork is complete
- Note any additional competitions you are involved with and any EAP centers such as:

ACCORD corporation

Adirondack Economic Development Corporation

Albany-Colonie Regional Chamber of Commerce

Binghamton Local Development Corporation

Brooklyn Economic Development Corporation

Business Training Institute, Inc

Chinatown Manpower Project

Church Avenue Merchants Block Association

Orange Ulsters BOCES

Queens Overall Economic Development Corporation

Renaissance Economic Development Corporation

Saint Nicholas Neighborhood Preservation Corporation

South Bronx Overall Economic Development Corp

Suffolk County Community College

Urban League of Rochester

Worker Ownership Resource Center

Hofstra University

Hunts Point Economic Development Corporation

Interracial Council for Business Opportunity

Local Development Corporation of East New York

Masjid Malcom Shabazz, Inc.



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# Thank you

## Questions & Answers



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