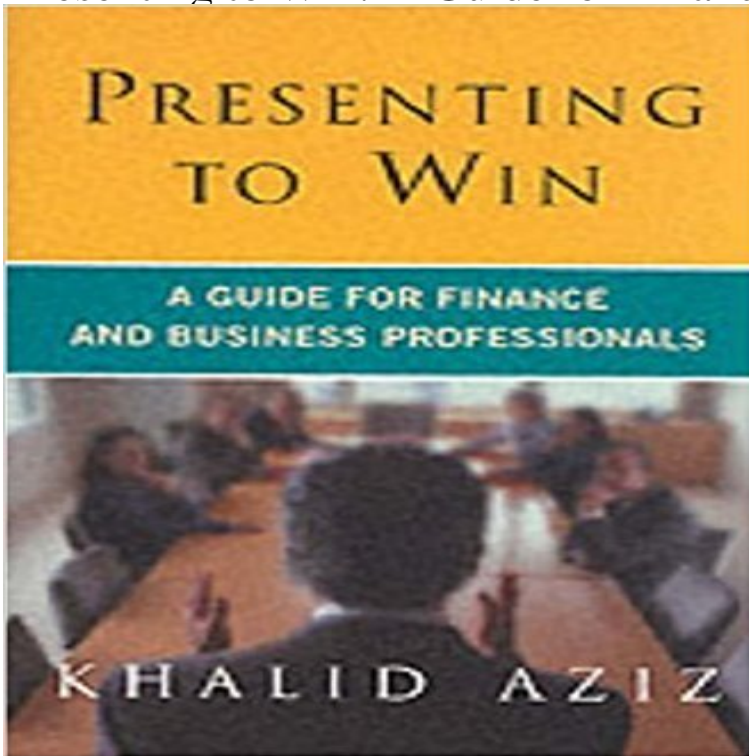


Presenting to Win: A Guide for Finance and Business Professionals



Well-delivered presentations in business - whether to a small group or a huge audience - are increasingly key to success. But for many people, making a presentation is one of the most daunting, nerve-wracking experiences they can face in their working life. This book takes the mystique out of presentation. Whether you make presentations every day and want to brush up on your techniques or have never presented in your life but know the fateful day is coming, this book is here to help. In accessible terms, Khalid Aziz takes you through the process from the moment you receive the invitation (or order!) to speak, through the essential period of preparation, right up to the speech itself and its aftermath. He examines a number of scenarios that may face finance and business professionals, from presenting to prospects, clients, bankers, superiors or junior staff, to presenting at AGMs or seminars. Presenting to Win begins with an exploration of the differences between written and spoken communications. It then demonstrates how to prepare your presentation by asking yourself: Who is the audience? What do they want to hear? What do I want to say to them? Where is the common ground? It then looks at how to prepare and organize the content of your speech, what to bear in mind in terms of style, dress and body language, how to get the best out of visual aids and audience feedback and - most importantly - how to deal with those nerves on the day of the speech. Real-life case studies show both good and bad presentation skills in action, highlighting how a number of well-known people succeed - or fail - to win over their audiences.

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