Business Presentations

Tips for ChE 391 Students
Preparation

- What is my objective?
- Who is my audience?
- What is the best format in which to present this?
- What organizational structure is best?
Who is my Audience

- **Technical Presentations**
  - Audience: Engineers, scientists, etc.
  - Interests: Technical Details
    - Apply what you teach to their problems and processes

- **Business Presentations**
  - Audience: Corporate personnel
  - Interests: Corporate Strategy ($$$$
    - Improve products and decrease costs
Conference Room

- Usually small (3-15 people)
  - Conference Table
  - Small Screen
- Most have projectors
- If not a projector....
  - Overheads
  - White erase board
  - Poster paper
Business Presentation
Organization:

Top Down
Pyramid Principle

Conclusion or proposal first

Supporting information
Pyramid Principle Rules

- Ideas at any level in the pyramid are summaries of the ideas grouped below them
  - vertical hierarchy
- Ideas in each grouping are the same kind of idea
  - parallelism of supporting statements
- Ideas in each grouping are logically ordered
  - order within the group
**Deductive Reasoning** (technical presentations)

- This animal has wings
- The purpose of wings are to fly
- Flying animals are birds or insects
- This animal is a bird or an insect

**Inductive Reasoning** (business presentations)

- This animal is a bird
  - This animal flies
  - This animal has wings
  - This animal has feathers
Example (Southern Humor)

- MR DUCKS.
- MR NOT.
- OSAR. CM WINGS.
- WLILB! MR DUCKS!
Business Presentation Structure

- Inductive reasoning
- Major conclusion
  - Supporting statements answer the questions raised by the major conclusion
    - Sub-ideas answer the questions raised by the supporting statements
    - Technical details can be presented to support the conclusions, but they are not the focus
- Thesis statement up front
We should install a modified reactor

- It will save us $M/year
  - Less down time
    - Technical details
    - Technical details
  - Cheaper utilities
    - Technical details
    - Technical details
  - Cheaper feedstock
    - Technical details
    - Technical details

- It will produce better product
  - Higher Yield
    - Technical details
    - Technical details
  - Fewer Isombers
    - Technical details
    - Technical details
Contrasts the Technical Presentation Style

Hypothesis: A change in reactor design will improve yield

Experiment & Data

Experiment & Data

Experiment & Data

Results Observations

Results Observations

Conclusion
Content Differences

- **Business Presentation**
  - How changes will affect product, business, consumers, etc.
  - Technical details relative to product, implementation, $$, timing, etc.
  - Decision making emphasized

- **Technical Presentation**
  - Details of experiment
  - Show how conclusions are arrived at
  - Equations, equipment, process
So What Do I Want from You?

- **Audience**: Business Executives
  - i.e., your boss and his boss!
- **Time**: Try for 10 minutes!
  - They often leave after that
- **Content**:
  - Use top-down format
  - Include economics if possible
    - Guestimate numbers
  - Additional slides for possible questions
- **Have fun! (Be creative!)**
Examples of technical topics

- Replace Clyde Building at BYU
- Recycling of waste in Utah
- Biomass as a fuel source
- Lasik surgery
- Environmental issues
- Replace I-15 with mass transit
- Nuclear storage
- Gasoline tax hike
- Convert waste cooking oil from WSC to biodiesel
- Import liquefied natural gas (LNG)
- Canadian gas pipeline
- Switch BYU vans to electric vehicles
- Biomedical devices
- New pharmaceuticals
- New materials/polymers
- Space mission
- Drain Lake Powell (or not)
- Require laptops for BYU ChE students

Guideline: Something related to engineering
A few more things...

- Questions in the middle of the presentation!
  - Practice for real situations
  - Aim for 10 minutes w/o interruptions (12 min total)
  - About 8-10 slides
  - OK to postpone answers
- Know your stuff
  - Time flies by!!!
- Don’t forget to state proposal first; have at least 3 supporting reasons
- Don’t forget to include cost analysis
- Be professional! Don’t be casual