

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?



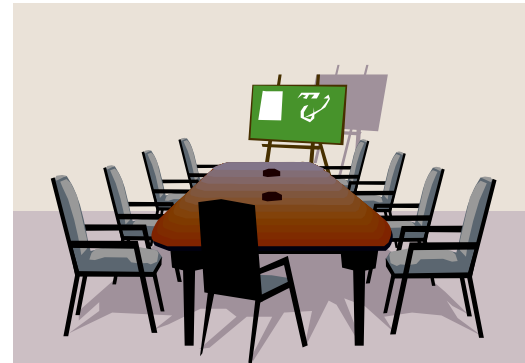
Who is my Audience

- 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



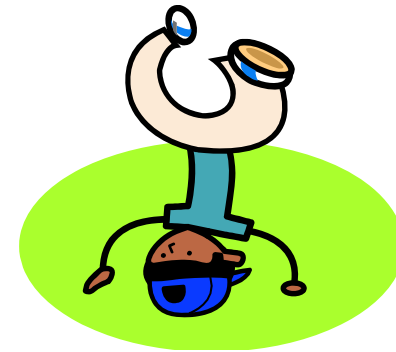
Conference Room

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

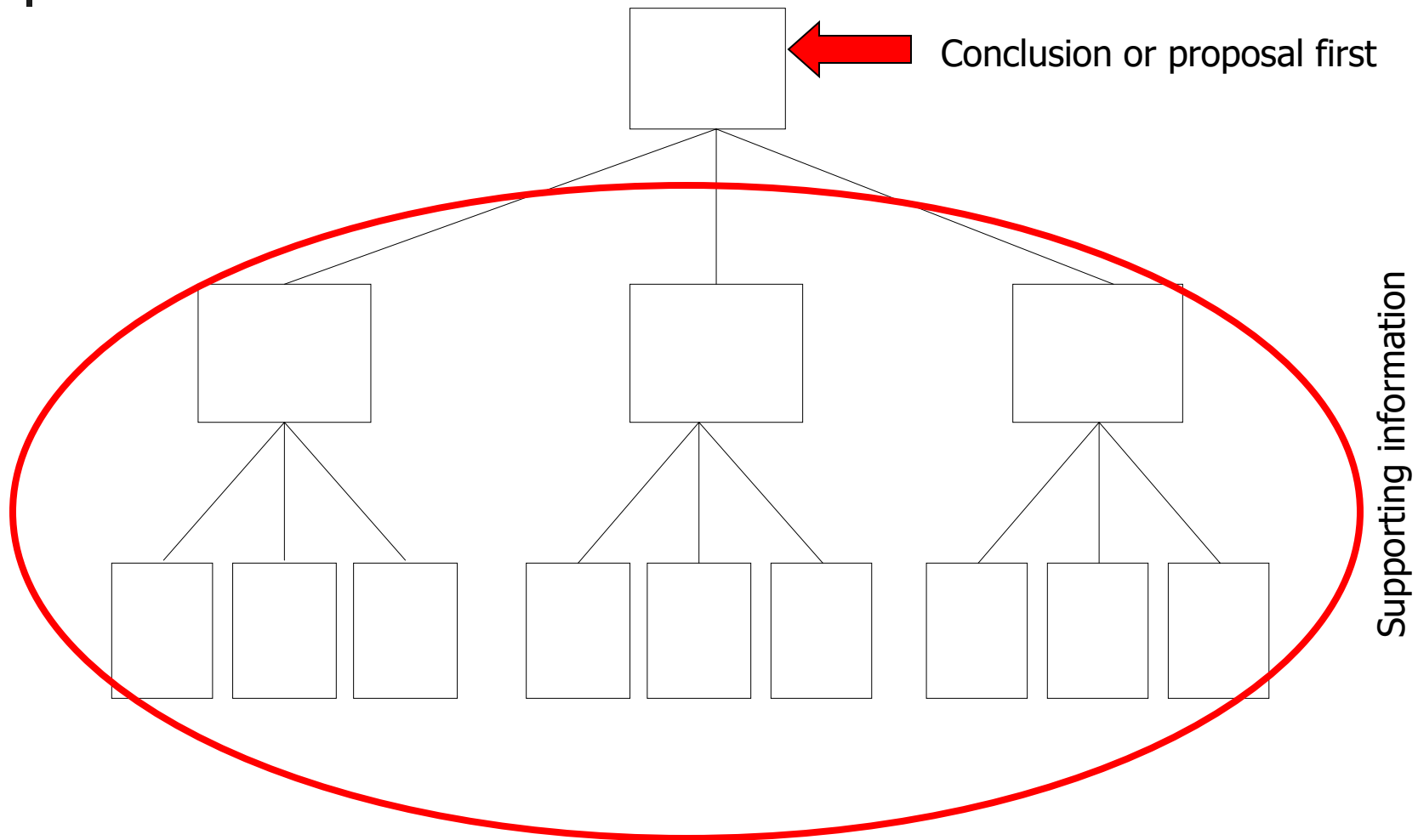
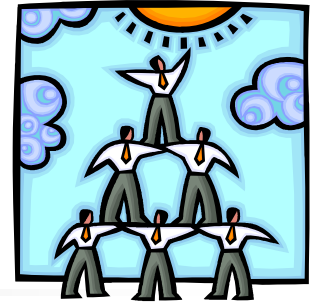


Business Presentation Organization:

Top Down



Pyramid Principle



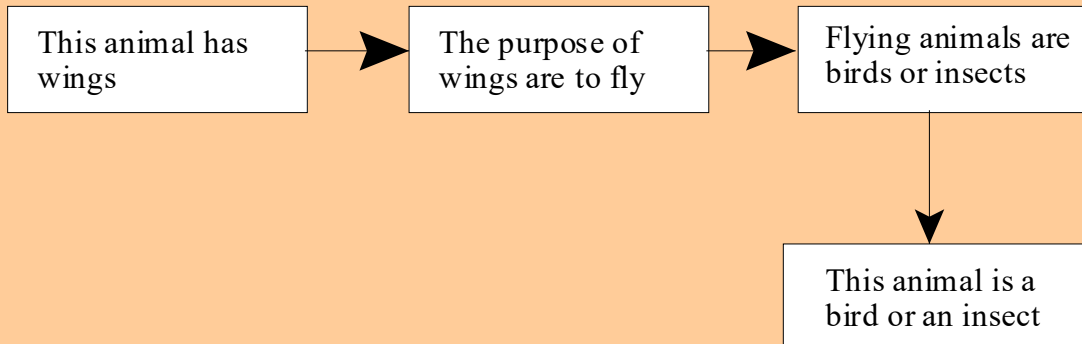


Pyramid Principle Rules

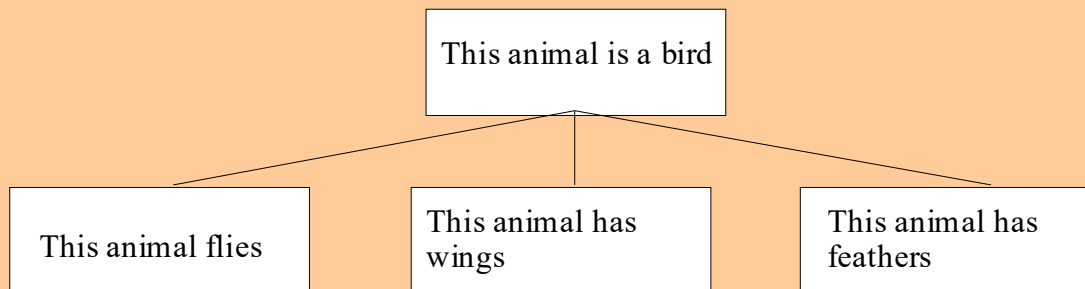
- Ideas at any level in the pyramid are summaries of the ideas grouped below them
 - vertical hierarchy
- Ideas in each grouping are the same kind of idea
 - parallelism of supporting statements
- Ideas in each grouping are logically ordered
 - order within the group

Deductive & Inductive Reasoning

Deductive Reasoning (technical presentations)



Inductive Reasoning (business presentations)



Example (Southern Humor)

- MR DUCKS.
- MR NOT.
- OSAR. CM WINGS.
- WLILB! MR DUCKS!



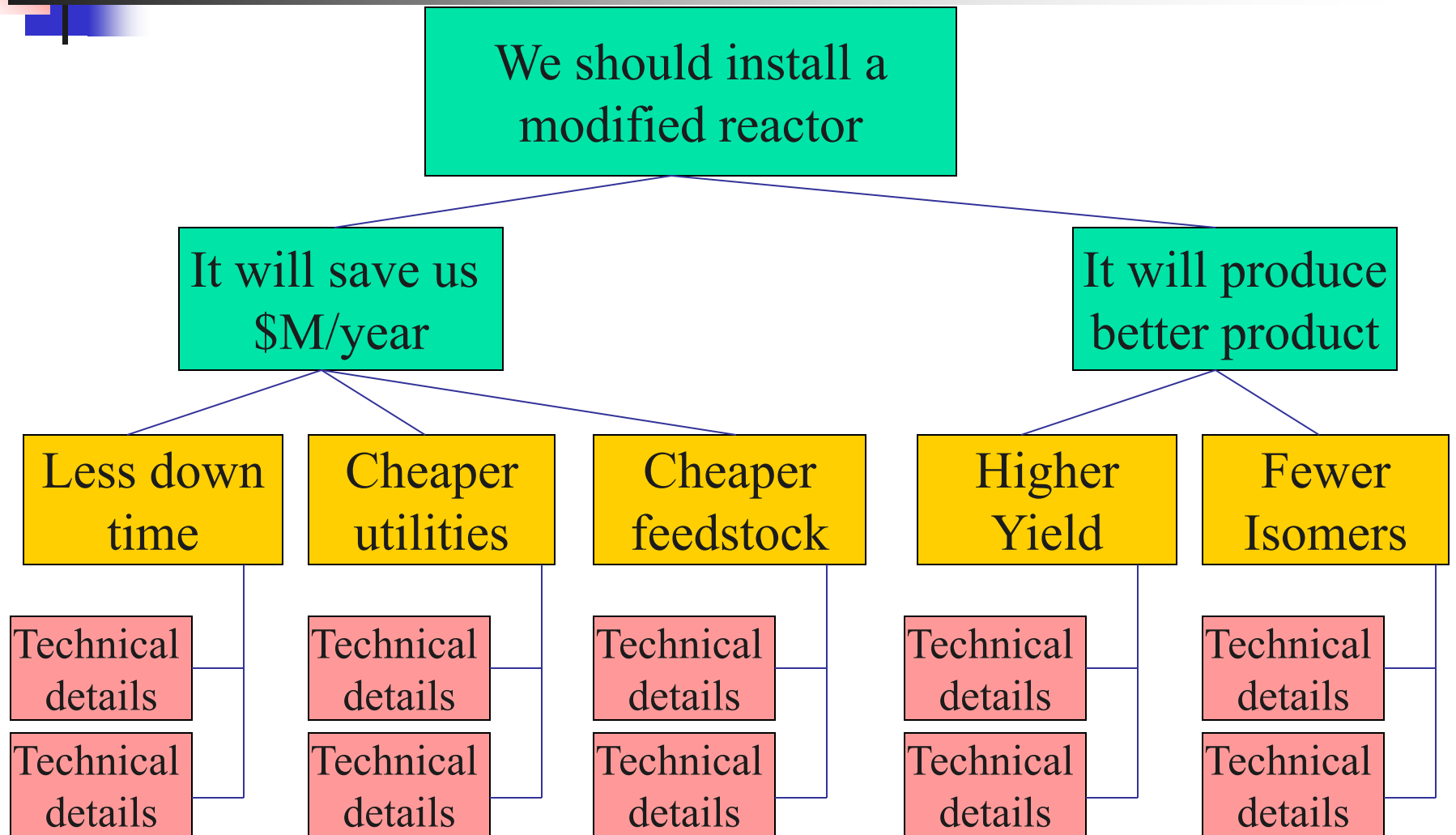


Business Presentation Structure

- 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

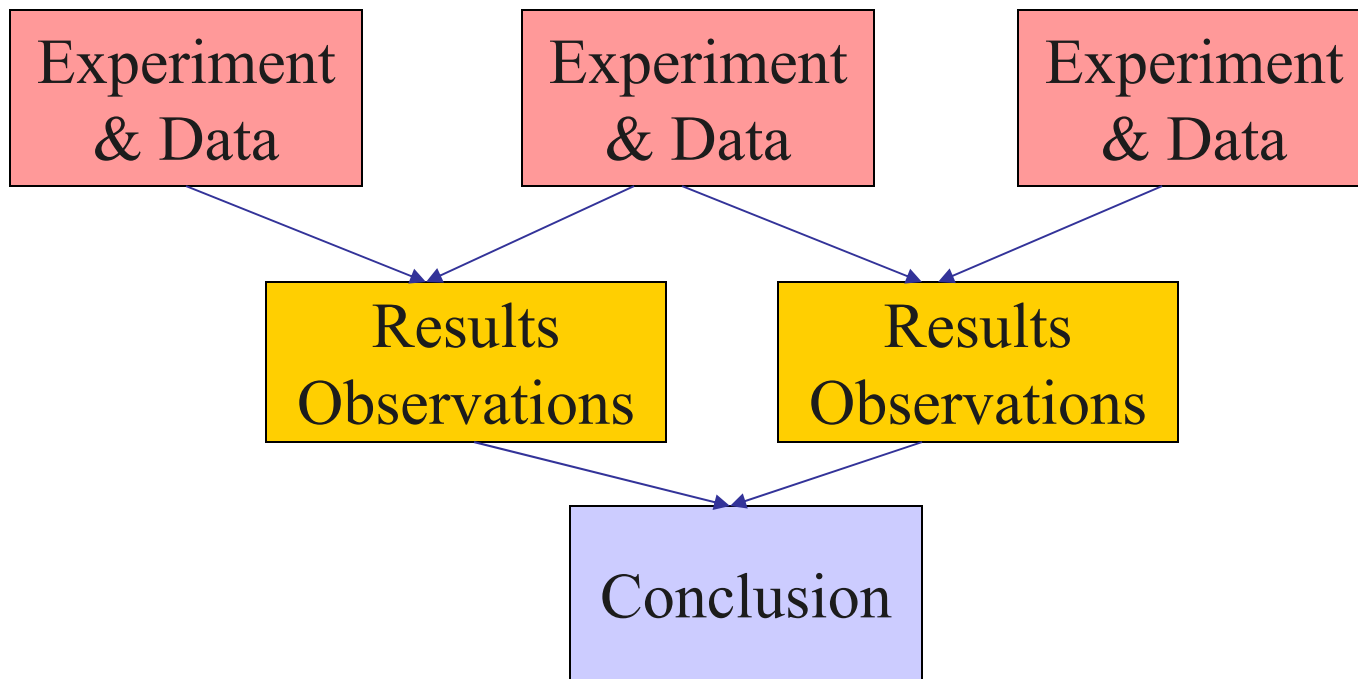


Business Presentation Logic



Contrasts the Technical Presentation Style

Hypothesis: A change in reactor design will improve yield





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

