



Business Presentations

Tips for ChE 391 Students





Content Differences

■ Technical Presentation

- Details of experiment
- Show how conclusions are arrived at
- Equations, equipment, process, etc.

■ Business Presentation

- All about money
- How changes will affect product, business, consumers, etc.
- Simplify technical details relative to project, \$\$, implementation, timing, etc.
- Decision making emphasized



Preparation

- What is my goal?
- What will it cost?
- How will we accomplish the goal?
- Who is my audience?
- What is the best format in which to present this?
- What organizational structure is best?



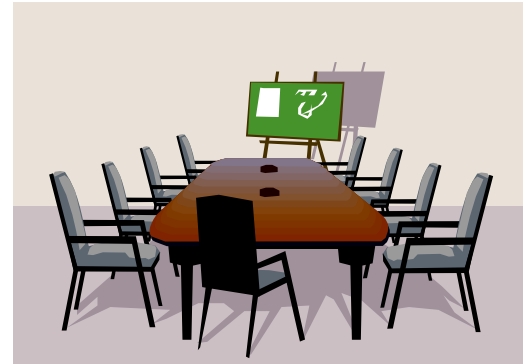
Who is my Audience

- Technical Presentations
 - Audience: Engineers, scientists, conference, etc.
 - Interests: Technical Details
- Business Presentations
 - Audience: Corporate personnel
 - Interests: Corporate Strategy (\$\$\$\$)
 - Improve products and decrease costs
 - Audience: Banks, Private Equity
 - Interests: New Business Startup (\$\$\$\$)



Conference Room

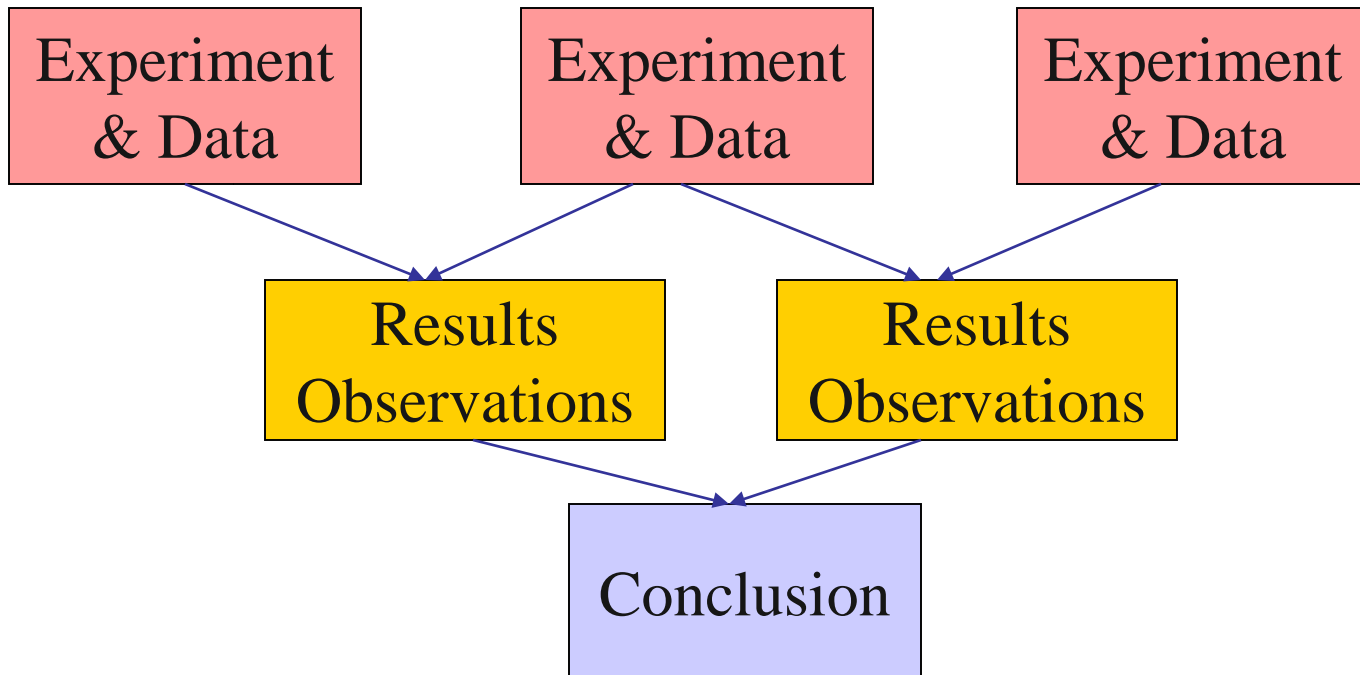
- Usually small (3-15 people)
- Conference Table
- Small Screen
- Most have projectors
- If not a projector....
 - Overheads
 - White erase board
 - Poster paper





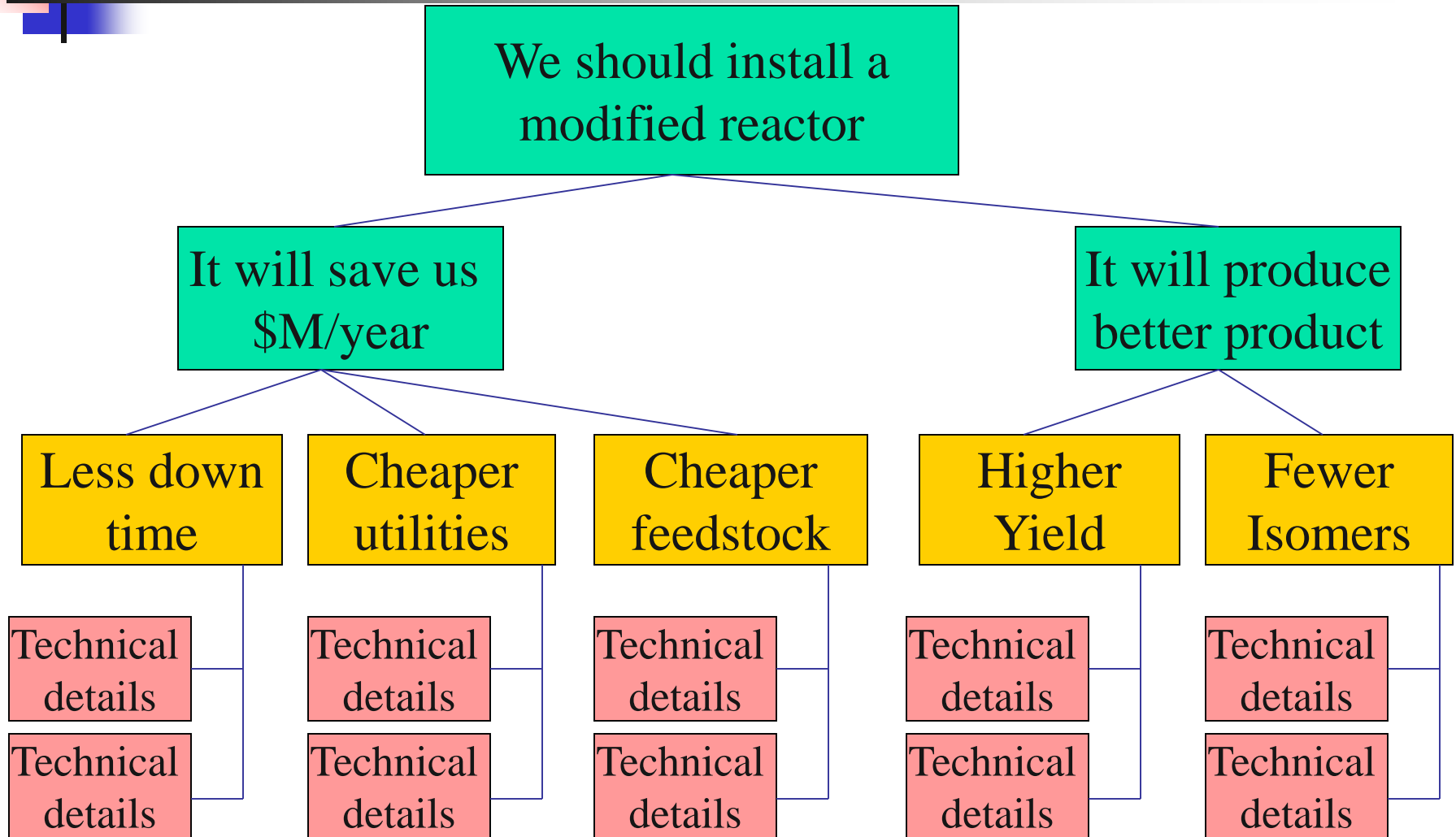
Contrasts the Technical Presentation Style

Hypothesis: A change in reactor design will improve yield





Business Presentation Logic





So What Do I Want from You?

- Audience: Business Executives
 - i.e., your boss and his boss!
- Time: Try for 10-15 minutes!
 - They often leave after that
- Content:
 - Include economics if possible
 - Guestimate numbers
 - Additional slides for possible questions
- Have fun! (Be creative!)





Examples of technical topics

- New engineering 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



Business is Money

- State your goal
- Present the value
- Outline details – simplify technical
- Explain execution
- Show expenditure schedule
- Show benefit schedule
- Summarize the value
- Restate your goal





SUGGESTIONS



Establish Your Credibility

- Why should they listen to you?
 - Direct management already know
 - Upper management need to know
- Quick statement
 - Short story about your background
 - Experience that shaped the effort
- Not about you
- They don't care how smart you are



State the Goal Early

- We are seeking approval to move forward
- We need funding for the project
- We are proposing to make a change in an existing project
- We have a solution to a significant problem

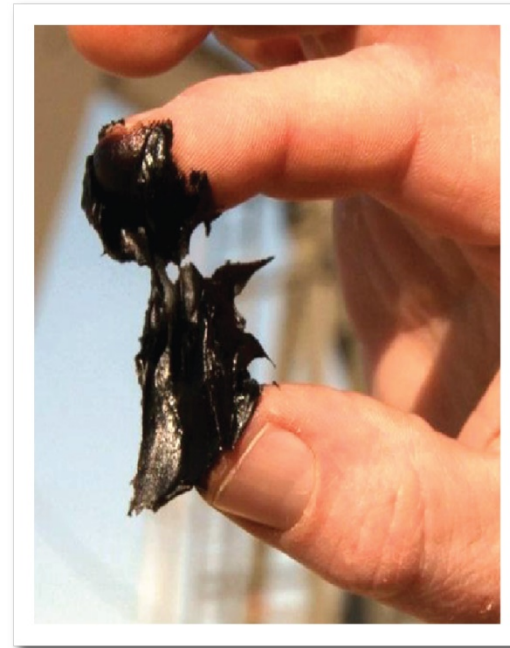


Use Support Material

- Accompany material with information that supports and provides credibility
 - Statistics
 - Data
 - Quotes from respected figures
 - “You may question this, but ...”
 - “This may surprise you, but ...”

Use Powerful Images or Quotes

- Gives your topic more impact
- Make a statement and let the image or quote support it





Ask Thought-Provoking Questions

- “You might wonder why...”
- “When I started to look at this issue, I asked myself...”
- “How much longer should we...”
- Consider the things your audience wonders about
- Phrase your questions so that they advance your message and your goals



Be Prepared for Difficult Questions

- Justify statements
- Address concerns
- Have extra slides that focus on potential questions



Have Your Own Questions Ready in Case Nobody Asks One

- “People often want to know...”
- “One thing you might be wondering about is...”
- “I’m often asked...”



Have a Second **Short** Closing After Questions at the End

- Summarize again
- Drive home your key messages
- Emphasize the goal stated at the beginning
- Make a final call to action



Two more things...

- Questions in the middle of the presentation!

- Practice for real situations
- Aim for 10-15 minutes w/o interruptions
- OK to postpone answers



- Know your stuff

- Time flies by!!!

