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PRESENTATION SKILLS

Guidelines and requirements for the presentation of the project work

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CONTENTS

1. KEY FEATURES OF BUSINESS PRESENTATIONS

2. THE REQUIRED STRUCTURE OF THE PROJECT TASK PRESENTATION

3. BASIC GENERAL KNOWLEDGE OF PRESENTATION SITUATIONS

KEY FEATURES OF BUSINESS PRESENTATIONS

How do business presentations differ from other presentations?

Business presentations have 3 features that distinguish them from most other presentations
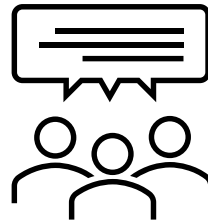
1. Outcome products

- The project work presentation shall be deemed to be the only document received by the Client
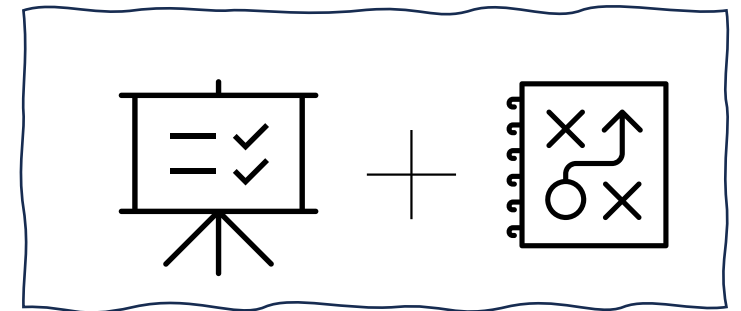
2. Self-explanatory ppt slides

- The PPT must be fully understandable for the staff member not present at the meeting

3. They also have two functions

- They are submitted as written material, which is then presented orally where appropriate.

Business presentations are also structured differently from the usual presentations used as course material in, for example, university education

Example No.1:

- McKinsey & Company

Source :
https://www.mckinsey.com/~/media/McKinsey/Industries/Oil%20and%20Gas/Our%20Insights/Global%20Energy%20Perspective%202022/Global-Energy-Perspective-2022-Executive-Summary.pdf
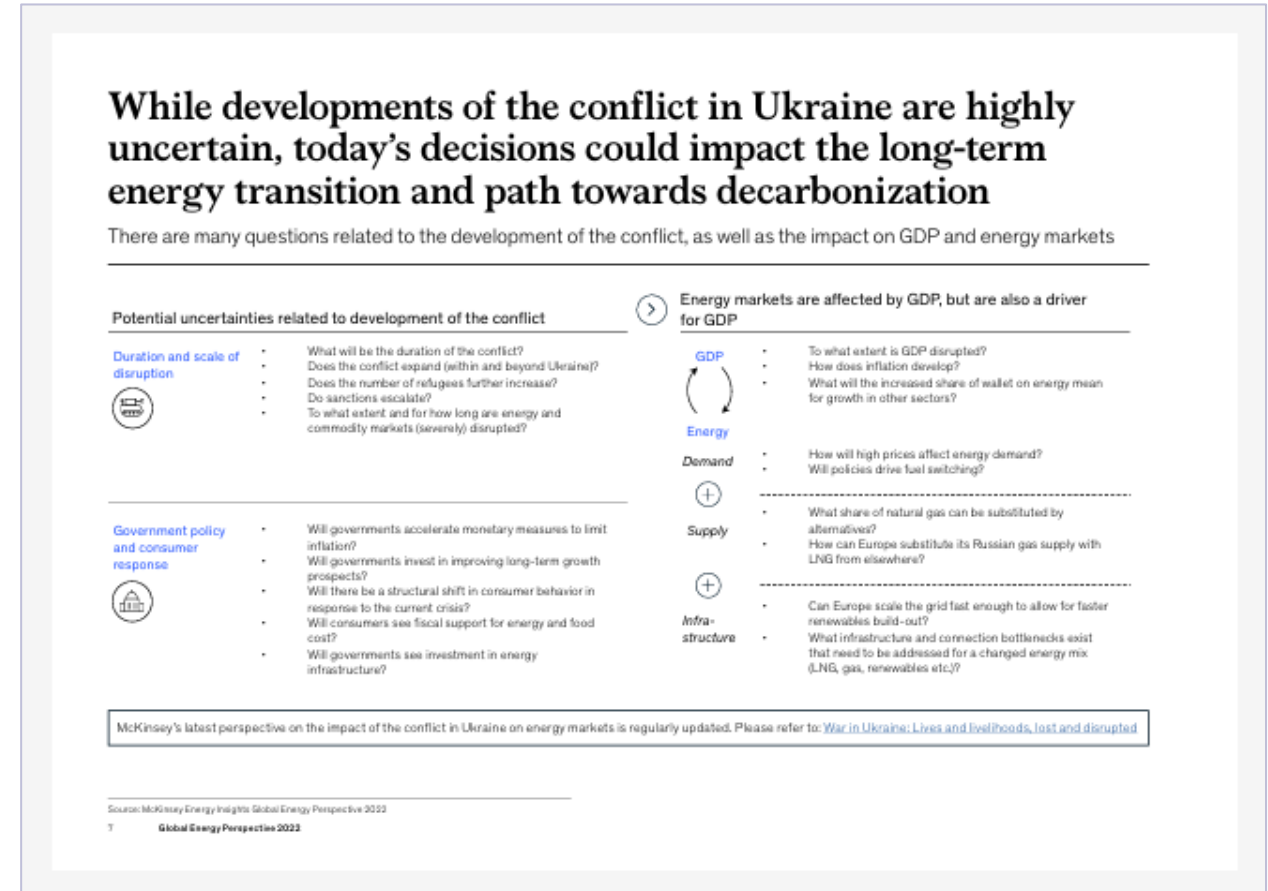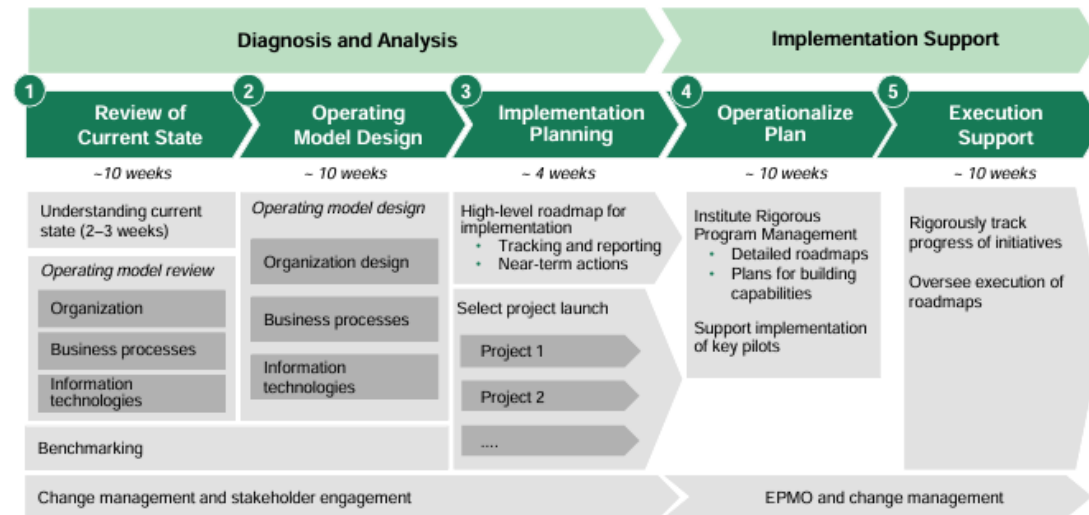
Business presentations are also structured differently from the usual presentations used as course material in, for example, university education

Example No.2:

- The Boston Consulting Group (BCG)

For more examples, see here:
https://www.theanalystacademy.com/consulting-presentations

Source:
https://www.nyc.gov/assets/nycha/downloads/pdf/BCG-report-NYCHA-Key-Findings-and-Recommendations-8-15-12vFinal.pdf

The pages of a business presentation slide show follow 3 specific editing principles, which differ from the usual presentation layout

1. **Top-sentence/action title type headings**

    - Titles up to multi-line length
    - Delivering the business content of the slide accurately, precisely, movingly and in a single sentence.
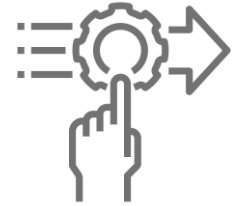
2. **Page with top-down logic structure instead of bottom-up**

    - It is not by moving towards the bottom of the page that we arrive at the increasingly important statements as successive steps in the train of thought

3. **Content-driven visuals**

    - Often there is no self-serving graphic or pictorial embellishment on the slide
    - Visual elements are used to aid the reception of content
    - The plain text is visually composed

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THE REQUIRED STRUCTURE OF THE PROJECT WORK PRESENTATION

Content and format requirements, good practices

The project work presentation must consist of exactly the number of slides given and follow the structure listed below

1. Title page

2. The business problem/research question in a sentence

3. Introducing the background, frameworks, and conditions.

4. Presenting and justifying the methods that will be used to answer the business problem/research question

5. Expected outcome of Project Work 1/2 (or the Thesis)

6. Schedule of the Project Work 2

Good practices for research questions that capture and accurately state the business problem

- What factors influence the tourism preferences of dog owners aged 24-65 years in Hungary when travelling with their dogs?

- What are the satisfaction factors for the students of the 6th semester, 3-credit skill-building *Techniques of Negotiation* course?

- Is the predicted cost of replacing Company X's fleet of Y petrol cars with E electric cars in line with the expected cost reduction?

- What are the specific quality management tools and methods that can be used to improve IT company X's understanding of customer needs in order to increase customer satisfaction?

✓ **Can also be used as a top sentence in a business setting**

✓ **They are really questions exploiting their focusing role**

✓ **Suggest relevant business background knowledge**

✓ **Project the methodology (what type of research?)**

✓ **Make it clear what *kind of* outcome we expect?**

The research background slide is not a reading list and is not a general introduction to the company:
the Client does not pay for them!

☒ Do not introduce GTK, its history in general!

> But tell us the history of the business problem!

☒ Don't talk about the evolution of student numbers since the creation of faculty!

> But present the results of any related previous preference or satisfaction surveys!

☒ Don't talk about the history of a particular research method!

> But talk about up-to-date methods, pro-con aspects of the choice!

☒ Don't give a reading list of what you're going to read or what you've read!

> State the main findings of the literature you have read!

The methodological slide should make clear what methods and data will be used to answer the research question and why this method is justified from a professional point of view!

Observation and RTA interview

- *Sample number of elements*: 22 observations

- *Interview subjects*: consumers aged 20-71

- *Target group*: online shoppers at least annually

- *Method*: instrumental observation + Retrospective Think Aloud (RTA) interview

- *Rationale for the method*: more problems can be identified by post-verbalisation (vs. CTA)

- *Observation and interview length*: 15-30 minutes

- *Sampling*: quota sampling

- *Representativeness*: statistically non-representative survey

It clearly shows what methods, what data, how much, from where, from whom and how we will collect it

The jargon has been resolved: RTA means different things in different fields (Rapid Talent Ass., Real Time Advert.)

A clear methodological choice: why RTA interview instead of CTA (Concurrent Think Aloud) interview

The limitations of the method used are clear (quota sampl., non-representative)

The biggest danger in the expected results of project work is exaggeration – saying big to sound more impressive than you have a solid foundation for!

Exaggerating the conclusions of the research

- **The Client doesn't care** if the project work adds value to another client or to the industry as a whole, it's enough if it adds value to her!

- The Client may be a specific type, teachers of 3-credit skills development subjects. What creates value for them **will not necessarily create value** for a 6-credit core subject teacher, nor should it.

Management proposals go beyond the scope of results

- The **project worker may not be informed** that the client can or wants to use the results of the preference survey for the communication or development of the product!

- An excessive management proposal implies a decision of a magnitude **that would require the results of further project work** on other topics.

You must state specifically what the Client will gain from the project work, for which he or she would pay – strictly based on the direct results of the research!

☑ For the teacher of negotiation techniques, it will be possible to identify as a result of the preference survey: a) which aspects important for satisfaction are not addressed by the current approach, b) which aspects are not important addressed by the current approach, b) which aspects are really important addressed by the current approach?

☑ For the teacher of the negotiation course, it will be possible to identify whether the course development based on the preference survey conducted during the spring semester 2024 increased student satisfaction overall, or whether there are areas for further improvement?

☑ If company X replaces its fleet of petrol cars Y with electric cars E, do the financial benefits cover the costs of the switch, i.e. is the switch worthwhile for the company?

☑ The results of this project work will provide senior management of IT company X with concrete recommendations for improving customer needs understanding practices, leading to an overall improvement in customer satisfaction and service quality.
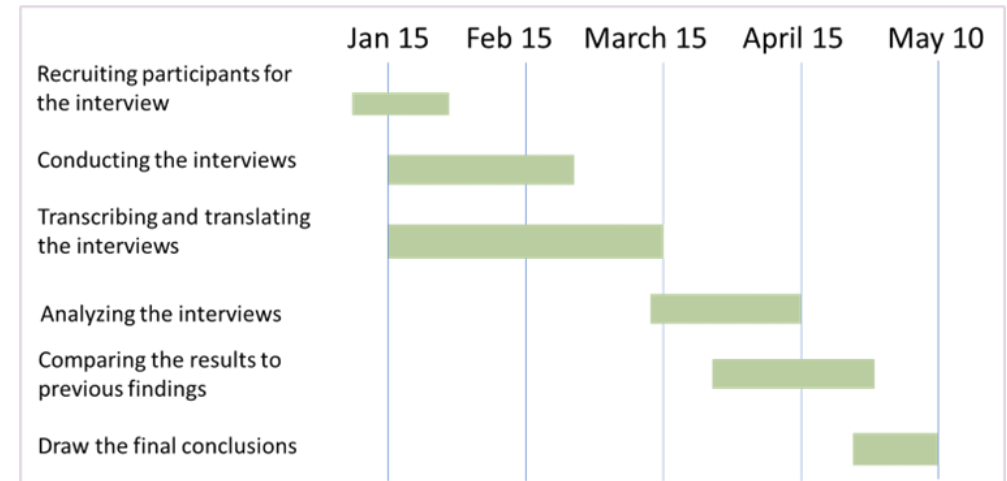
The project schedule must also make clear the tasks, their coordination and the risks to feasibility:
what are the critical, possibly still open, steps to be taken?

The timetable must include the following headings:
- task, activity name
- description of the task, activity
- time required
- start and end time
- expected outcome product(s)
- links with other activities
- related risks

Advantages of the Gantt diagram over the timetable
- clarifies the tasks that can be performed in parallel
- clarifies bottlenecks, linkages, dependencies,
- it easy to see which tasks are in progress and which are completed

	Jan 15	Feb 15	March 15	April 15	May 10
Recruiting participants for the interview					
Conducting the interviews					
Transcribing and translating the interviews					
Analyzing the interviews					
Comparing the results to previous findings					
Draw the final conclusions					

Task No.	Task name	Time required (days)	Start date	End date	Expected result(s)	Links with other project activities/Dependency	Risk
	…						
2	Planning literature research	2	2023.10.09	2023.10.11	Bibliographical collection plan	2	
3	Literature research: review of relevant scientific journals	6	2023.10.15	2023.10.21	List of relevant scientific journals (online+print	3	No access to some of them
4	Literature research: review of relevant scientific articles	14	2023.10.25	2023.11.07	Collection of scholarly articles (online+print)		Not available for me
	…						

BASIC GENERAL KNOWLEDGE OF PRESENTATION SITUATIONS

The most common mistakes in presentations and how to avoid them

The most common mistakes and key lessons learned from project work presentations

1. Cumbersome introductory thoughts

2. Wrong choice of colours of the PPT slides

3. Useless visualisation

4. Failure to rehearse and practise the presentation

5. First impression errors and their significance in persuasion

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A cumbersome introduction wastes the most valuable part of the presentation – can be avoided if you get straight to the point after the greeting!

The essence of failure:

- The speaker starts from a long way off and is slow to get to the point

- Long exposés; superfluous historical introductions; enthusiasm about how much she loves the subject, etc.

Why is this a problem?

- It does not take into account the audience's expectations: e.g. why would this be important to the audience?

- Does not take into account the shape and changes of the attention curve (which is also the curve of recall efficiency)

- Remember the recall feature of short-term memory (STM) that you learned in *Community and Individuals*.

- The beginning and the end are the most valuable parts of your presentation!
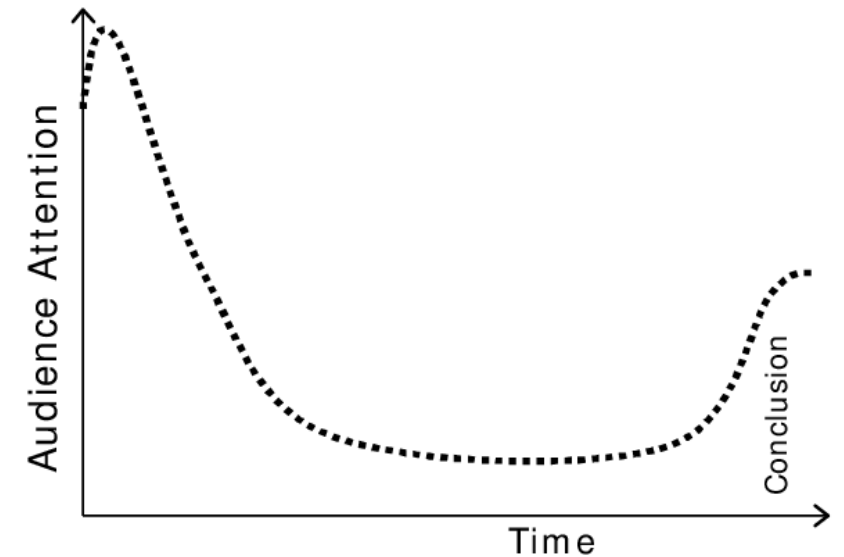
Change in attention curve/recall efficiency as a function of presentation time
Source:
https://www.researchgate.net/publication/237611978_How_to_give_successful_oral_and_poster_presentations

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18

The colour shades designed on the computer rarely match the real conditions – the mistake can be avoided if you design strong contrasts!

*Left: screenshot;
right: picture taken with a phone*

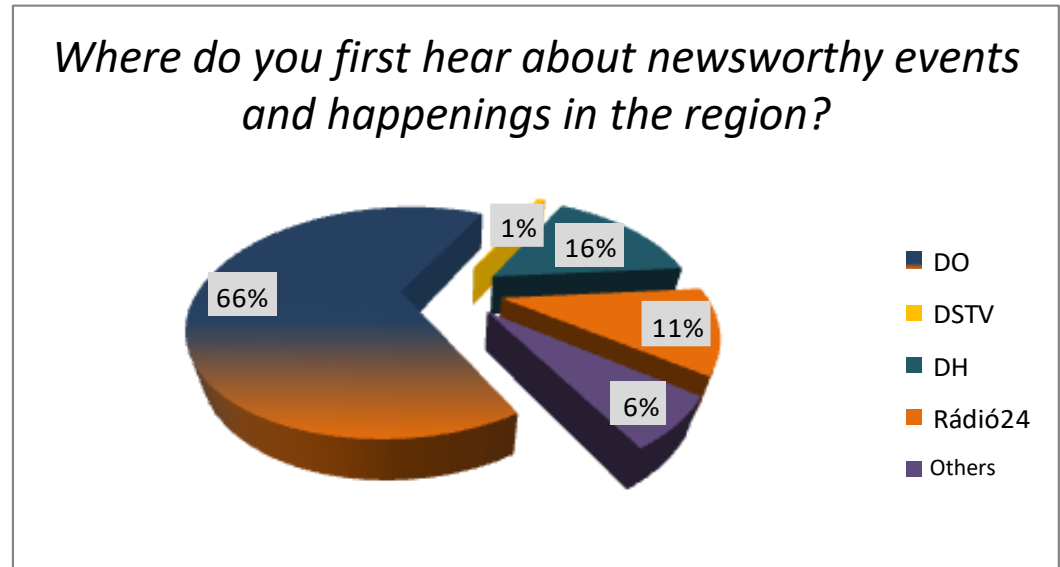Presentation conditions *are quite often* not ideal at all:

- o The brightness of the projector is poor, with a deterioration in colour fidelity as a result of the projection
- o The curtain cannot be drawn all the way to the wall, the sun shining in from the side spoils the brightness, etc.

Instead of the visual experience you dreamed of:

- o You end up with functionally problematic slides instead of impressive and beautiful ones.
- o The content is lost due to low visibility of the slides, and the main messages are not conveyed in the presentation.

A visualisation (figure, graph) is only valuable if it is not self-serving, meaningless or misleading – think carefully about what you are representing and how!

- The categories belonging to the sections of the pie chart cannot be identified
- The abbreviations in the figure cannot be interpreted
- Poor, self-serving colour choice
- The colour transition makes it particularly difficult to link individual slices of the pie to categories

Where do you first hear about newsworthy events and happenings in the region?

1%
16%
66%
11%
6%

- DO
- DSTV
- DH
- Rádió24
- Others

Practicing presentations tames and turns your enemy, performance-destroying stress, into a supportive friend – and skipping rehearsals leads to flying blindly!

Practice your presentation at least 3 times!

The essence of the error

The presenter does not rehearse either the oral content or the technical details of the PPT slide.

Why is this a problem?

The limitations of the computer and the problems with the PPT slides are not revealed.
The first live presentation is a source of negative stress.

Explanation: Social facilitation

The stress of presenting in the presence of others supports practised presentations but undermines the unrehearsed ones.

Mistakes of first impression work against you – this is a negative persuasion technique because it prevents the Client from seeing your business material as quality work!

What is the first impression error?

Errors of first impression are the *formal errors that first stand out* when reviewing the slideshow and flipping through the document.

See examples!

Wrong date, left-aligned vs. justified text stem alternation in main text, random font alternation, random font size alternation, etc.

Why negative persuasion?

The phenomenon of *the initial stage of the attention curve + the obstacle* you have created: should it be considered as quality, reliable work, despite the mistakes?

Here is a a simple trick!

Change the zoom percentage of the text or page used to create the content, and scroll through the material so that your *eyes are sensitive* to glaring errors!

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Acknowledgements: