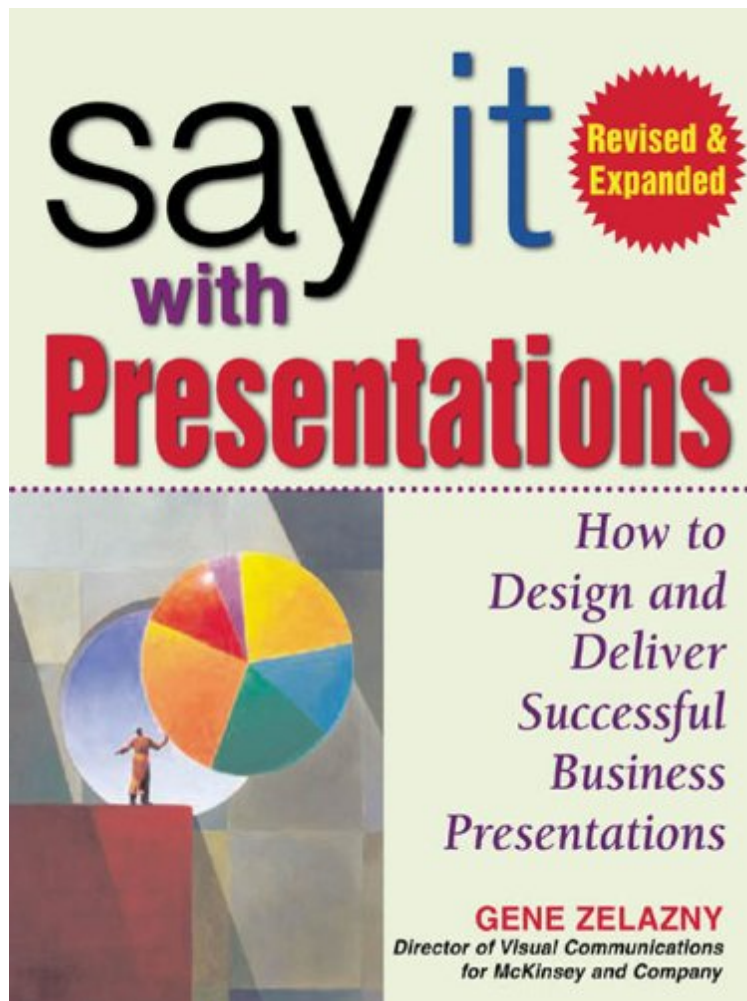


(Mobile book) Say It with Presentations, Second Edition, Revised Expanded: How to Design and Deliver Successful Business Presentations

# Say It with Presentations, Second Edition, Revised Expanded: How to Design and Deliver Successful Business Presentations

Gene Zelazny

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**Gene Zelazny : Say It with Presentations, Second Edition, Revised Expanded: How to Design and Deliver Successful Business Presentations** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Say It with Presentations, Second Edition, Revised Expanded: How to Design and Deliver Successful Business Presentations:

6 of 6 people found the following review helpful. Great nuggets (but now a bit dated)By Jeremy DonovanWhen this book was written in 2006, it was groundbreaking and deserved 5 stars. In 2013, it is in need of a refresh and I hope the author undertakes an update - if he does, I will be first in line to buy it.Here are my comments by the book's major sections:1. Introduction:- Outstanding statement of an audience Bill of Rights that pretty much sums up the philosophy

of authentic presenting

2. Define the situation:- Be able to state the (persuasive) objective of your presentation in one sentence- Think about how your audience prefers to absorb information (story, pictures, charts, etc.)- When this book was written, PowerPoint animation was new and transparencies were just disappearing. These days, most presentation experts advise against animation except in very, very rare circumstances.
3. Design the presentation:- The chapter "Craft the Story Line" is what earns this book 4 stars. It has a crystal clear distillation with an excellent example of Barbara Minto's Pyramid Principle. The gist is (a) lead with recommendation (b) preview your conclusions (c) present each conclusion supported by evidence (d) repeat your recommendation and get buy-in.- Zelazny's PIP introduction is also valuable (Purpose + Importance + Preview)- There is a very large section in the middle of the book that reviews design principles in vogue circa 2006. While novel at the time, these principles (clipart, decorative graphs, background images) are now considered cliché.
4. Deliver the presentation- The author focuses on psychology (project confidence, conviction, and enthusiasm don't fear imperfection) and on logistics in this section. The psychology concepts are still spot on today. The logistics advice is mostly dated. I would have liked to have seen more ideas on verbal and non-verbal delivery --- hopefully he will cover if he does an update.
5. Closing thoughts- Good checklist at the end that summarizes the concepts of the book

0 of 0 people found the following review helpful. Stands heads about the rest of the books! You will find something new in this collection!

By gabster79 Whether you are an instructor, consultant, manager or executive and regardless of your feelings about decks and presentations--whether you are a prolific web ex diva or you are using the animation and template from your best presentation of 2010--Gene's set of books are great for the novice, the nervous or the savvy presenter. Regardless of the size of your organization or the purpose of your meeting - everyone wants to leave an impression and be memorable. If you have the chance to hear Mr. Zelazny definitely do not miss it, and in the meantime all 3 books are outstanding!! signed, 30+ years of experience and years teaching and presenting.

0 of 0 people found the following review helpful. Five Stars

By Gustavo Classic book about presentations.

For over 45 years, McKinsey Company's Gene Zelazny has been showing McKinsey consultants and professionals around the world how to plan, design, and deliver effective business presentations, and how to improve and expand their repertoire of presentation skills. Now in this revised and expanded edition of *Say It With Presentations*, Mr. Zelazny brings together his years of valuable communication experience to show managers, even those with little or no presentation experience, how to prepare winning presentations using his proven methodology and the full range of PowerPoint techniques. Written in a clear, highly engaging style, this essential business tool covers everything from defining the situation to developing the right mix of visual aids to interest your audience without overpowering them. *Say It With Presentations* features a wealth of practical information on: Selecting the best medium, traditional standup presentation, discussion meeting, video conference, or virtual presentation Designing your presentation, knowing what to put in and what to leave out Determining your message, how to make it clear, direct, and appropriate for the intended audience Writing the presentation, crafting the most effective story line, introduction, and ending Making the most of visuals, including computer-driven onscreen presentations with animation, scanned images, sound, video, and links Creating charts, text visuals, and storyboards to produce the most attractive and convincing presentation Projecting confidence, conviction, and enthusiasm to hold audience attention and generate interest in your ideas Rehearsing the presentation to search out imperfections and make the event as compelling as possible Setting up facilities and equipment to ensure that everything is working smoothly and geared for a first-rate presentation Applying your delivery skills, putting together all the oral, video, and audio effects and delivering them at the right pace Getting used to answering questions by preparing for and anticipating post-presentation queries from the audience Filled with scores of helpful illustrations, this wide-ranging sourcebook also explains how to take humor seriously and incorporate it into a presentation, and how to use the "Audience Bill of Rights" to focus clearly on the needs of the audience. Comprehensive and completely up to date, the new edition of *Say It With Presentations* contains all the skills-building information, methods, tips, and pointers that business professionals need to win over clients and reap greater financial rewards.

About the Author Gene Zelazny is the director of visual communications for McKinsey and Company and the acknowledged pioneer of business presentations.