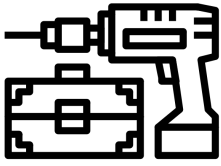


4.10.3: Introduction to Making a Presentation for a Meeting

What you'll learn to do: Create a presentation intended for a business meeting



Tools, no matter how sophisticated, are simply tools. Moving from the right tools to a good presentation involves perspective and planning. For perspective, we'll approach the concept of a good presentation from two standpoints: identifying the key features of a good presentation and common mistakes that contribute to presentation failure. We'll also discuss what's involved in the planning process, including the three essential questions that need to be answered prior to developing content. Finally, we'll explore the classic story structure and apply that structure to a business presentation scenario.

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