

# presentations

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Presentations are a frequent part of our recruitment process and may be used alongside interviews and psychometric testing to assess your capability for a role within our business. There is no shortage of advice available on how to make an effective presentation, but we recommend 12 guidance points:

1. **Start with a clear, engaging statement** of the presentation intention and the key points that you intend to cover. Refer to the original intention constantly as you deliver the rest of the presentation, and perhaps return to it as you conclude.
2. **Ensure your presentation is well constructed and tidy**, and that your points are offered in a logical sequence. Unlike conversations or written documents, presentations only offer a single opportunity to make a point.
3. **Highlight really important points** you want to make, and ones that you particularly want your audience to remember. Give them a proper introduction, a slide of their own and allow their impact to resonate before progressing.
4. **Avoid relying entirely on lists.** A presentation built entirely on numbered or bullet-pointed statements may appear monotonous after a short time. Break your presentation up with visual aids, with bold statements, with summaries.
5. **Use short sentences with simple constructions.** The points that you're making will be clearer if you adopt a style that's closer to conversation. So, edit rigorously. Your audience will retain slightly more information if they are asked to retain slightly less information.
6. **Rehearse everything.** Practice can only help you develop your presentation content and an impact delivery style. It will also go a long way to checking that you can complete your presentation within the allocated time without needing to rush later, often critical content.
7. **Check your technology.** The more technology that you use, the greater the potential for it going wrong. Check everything thoroughly, from the equipment itself to the last minute changes that might look like just that when you come to make your presentation. We should provide a laptop computer for you to use but please bring your presentation on a memory stick or other storage device, or email it to use in advance.
8. **Edit rigorously.** Though you may worry that you don't have enough content to cover the time, it's common that presenters try to cover too much material. When you think you're ready, review and edit content critically. If some points seem weaker or less relevant to you, they will stand out to your audience.
9. **Any notes you take into your presentation must be essential**, and ideally no more than a last resort prompt if you forget points or lose momentum. Try to remember as much as possible - your memory may even help you by editing out some of the less powerful points.
10. **Position yourself in the room where you're best able to address your audience.** Ensure that you can see all of them, and that all of them can see your presentation. If you're projecting a presentation onto a wall/screen avoid facing it for more than the time it takes to check that the right information has appeared as planned.
11. **Think about your voice** – your pitch should vary from low to high and back again to help emphasise key points, your volume needs to be audible for every member of your audience, and your tone needs variation if it's to hold interest.
12. **Keep a regular look at your time.** Allow yourself enough time to conclude in a considered and impactful way. If you need to gather pace, do this in the middle of the presentation.