

Presentation Guidance for Presentation of a Business Case

- A. Get your hands on a Vault guide to Business Case presentations or other business case presentation resources and try out a few before you go in for your real presentation.
- B. Memorise these tips and have a mental checklist in your head.
- C. Read and re-read instructions so you will know you have not missed anything.
- D. Sense test your answer by considering other ways to get the same answer.
- E. Identify which assumptions you have made make the biggest impact on the final answer (i.e. do 10% or 15% of the population have pets) & consider what impact changing that assumption may have on the final answer. Be sure to have a good, logical argument for each of these assumptions which have the biggest impact on the final answer.
- F. Body language & pitch of delivery is critical (as you will not be able to practice before). Try and be a louder, more decisive and engaging version of yourself when you present. Stand and have good body language (shoulders back, chest out, back straight, good eye contact with all assessors).
- G. Listen well to questions and think before you respond.
- H. Make sure you have a good structure for your presentation and an executive summary if appropriate.
- I. Double/triple check any numbers you have calculated.
- J. Do not run over your time.
- K. Be positive, smile, breath. Remember, you are showing your ability to think and persuade, the way you will be expected to in front of clients. Here's your chance to shine!
- L. Be prepared for HR related questions. Before your case study presentation, please be sure to review http://www.seo-london.com/Unexpected_Questions_Final_Presentation_Exit_Interviews.html