



# The Secrets to a Successful Board Presentation

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## Delivering a presentation can prove to be a challenging task.

You have plenty to prepare and accomplish before facing the audience. You need to **prepare your talking points and make sure your data is well represented** through visual aids. You might feel a lot of stress and pressure to achieve the best outcome.



For a lot of professionals, **board presentations can be a fear-inducing event** since there's very little room for error.



## Board Members Can Make or Break Your Ideas

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if you're successful, the decisions they make as a result of your presentation has the potential to propel your career forward. Despite the anxiety you feel because of it, board presentations are a wonderful opportunity. To make the most out of it, you need to prepare well-developed ideas backed up by hard facts and data.





## As public speaking expert Lisa B. Marshall writes,

*"Members of boards are generally very smart, experienced, and successful professionals.*

*...They usually grasp ideas and issues very quickly and ask penetrating questions. In addition, board members are often very busy and don't like to waste time. They want and expect concise presentations as well as crisp and accurate responses to difficult and complex questions."*



If you want to make sure that your ideas survive their scrutiny,  
you need to **be in control of what you say** and show them.

## Craft Your Core Message Carefully

Board members aren't very interested in long discussions. They want to see a presentation that's well-structured and straight to the point.



## Ask Yourself Some Key Questions

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What are you trying to say?  
What are the members expecting from you? Why did they invite you to speak in the first place? Do they want to hear a status report? Are you requesting funds for a new project? The word "craft" suggests careful attention to details, so make sure you consider every information you may have available.

## Keep Your Talking Points Short

Board members often have busy schedules, and you won't have a lot of time to explain everything and go into detail. If you want to complete the presentation you planned, you need to make sure that you get straight to the point.



## Keep Your Talking Points Short

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Draft your report and include only the things that are pertinent for the members to know. According to Norbert Kubilus of Tatum CIO Partners, it's wise to **keep your presentation under the allotted time.** Try to shoot for at least 3/4 of the schedule to give yourself plenty of time to address questions.





## Create Visuals That are Clear and Concise

The slides you present should highlight the message you're delivering. Like your talking points, your visuals should be clear and straight to the point.

## Bring Life to Your Points with Images

Unless you want your audience to tune out, it never helps to dump all your information and data on a PowerPoint presentation.

One way you can keep your board presentations engaging is by **investing time on creating visuals** that are clear and concise.



Translate your data into charts that are **easy to comprehend.**



## Give Yourself Time to Rehearse

It never hurts to practice your board presentation, especially if you're feeling pretty nervous about it. Rehearsals will help you feel more comfortable once you're finally in front of the board members.

# Be Ready to Improvise

With most presentations, your role as presenter is to address and inform the audience. The scenario is quite different when it comes to board presentations.



## Be Ready to Improvise

Your role here is to **present ideas that will be useful for the board.** That means that you'll have to address questions in the middle of your presentation, or that you might have to go back to a previous slide to provide details.



Sometimes, you might also get a question  
**you don't have the answer for.**





## Be Ready to Improvise

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While a board presentation can be nerve-racking, it's also a great opportunity that can forward your career. **Make the most out of it by preparing as much as you can.** Follow these tips to fine-tune every aspect of your presentation.

Careful planning can help you achieve the best outcome possible.



