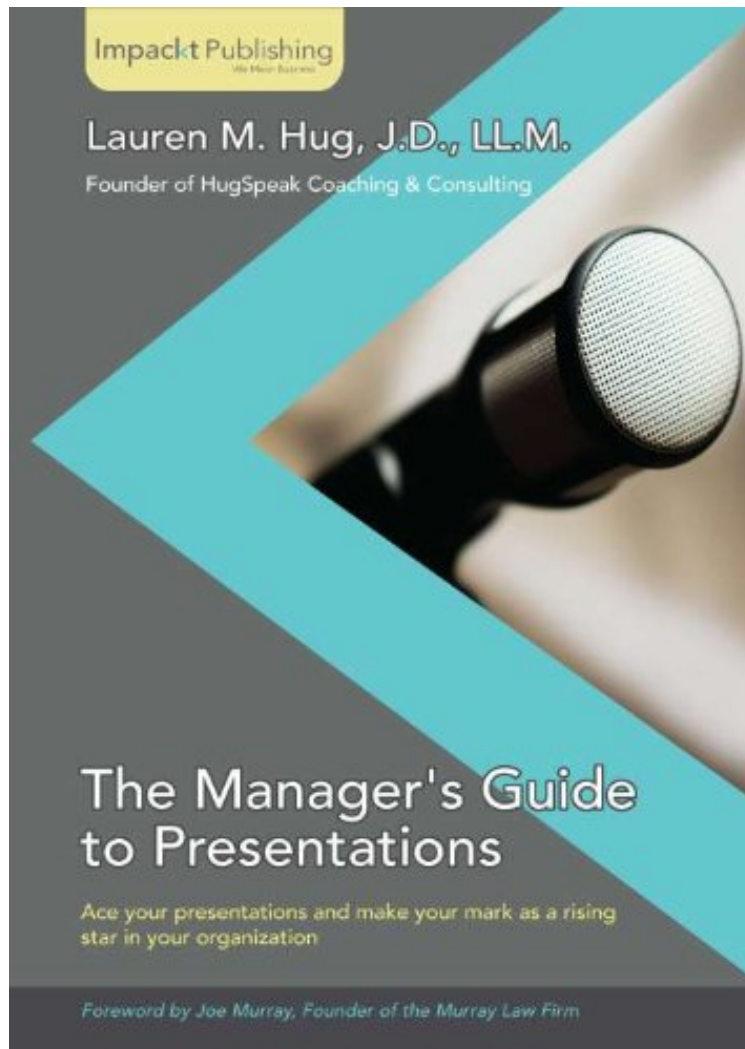


The Manager's Guide to Presentations

Lauren M. Hug

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Lauren M. Hug : The Manager's Guide to Presentations before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Manager's Guide to Presentations:

2 of 2 people found the following review helpful. A brief and thorough guide for new presentersBy Timothy RieckerI was recently asked by Impact Publishing to review one of their newest publications, The Manager's Guide to Presentations (2014. ISBN-13 978-1783000142.) The book was authored by Lauren M. Hug, an attorney who has clearly both seen and conducted a number of presentations. The book is available in both paperback (which I reviewed) and e-book. Providing full disclosure, I was not compensated for the review, but was provided with a review copy. Initially I was a bit skeptical, as the paperback version is only 44 pages. Tomes of 100s of pages have been published on the topic. What information worth publishing can be found in only 44 pages? Surprisingly, quite a bit! The target audience for the book is new managers, who often, as I can personally attest, often have little to no

experience developing or delivering presentations. Yet, given their position, are often called upon to give a variety of presentations. The book is concise, which is perfect for managers with little available time, providing step by step guidance and several job aids to help them identify needs, outline presentation content, and deliver their presentation. If you've read any of my blog posts [...] in the past on presentations or training, you know I'm big on ensuring an audience focus — they are, after all, the reason why we are doing the presentation in the first place. Given that, I was initially dismayed that there was little mention of the audience in the early pages of the book. However, as I progressed through the book, I realized the sense of the author's approach. Instead of focusing first on the audience, the author, keeping in mind that HER target audience was new managers, asks these new managers to put the focus on themselves first. It's a great reality check for new managers. The author emphasizes the need for new managers to examine their own preferences, presentation tendencies, fears, and their particular goal for the presentation. Some of these reflections are longer-term issues which likely don't need to be examined for each and every presentation, but certainly the question of the new manager's goal for the presentation is one that should be asked for each presentation given. Once the internal reflection is complete, the author directs the new manager toward the needs of the audience. While she doesn't spend as much time on audience analysis as I would like, she still hits the highlights. She also provides a few items of consideration toward the logistical needs and environment of the presentation, with heavy emphasis on knowing the environment you are stepping into and being prepared for it. The second chapter focuses on designing the presentation. I was pleased here to see considerable reference to the audience, their needs, and what the presenter needed them to walk away with. Job aids prompting the reader to identify the audience appeal, presentation points, and a call to action help focus the neophyte presenter — brief but good points that Nancy Duarte would be proud of. They finish off the chapter with several points on audience interaction. I was quite pleased to see this, particularly since many presenters (both new and experienced) have a tendency to simply present rather than engage the audience. The third and final chapter focuses on body language and practicing the presentation. A number of great ideas are given in this chapter, including pre-presentation discussions with stakeholders, when and how to rehearse, and conducting QA sessions. Overall, the book is quite effective. It's short and to the point, which is ideal for managers who have their attention pulled in many directions. I would feel confident in handing this book off to a new manager and, if they followed the guidance contained therein, they would be successful in their presentation endeavor. It's not going to turn anyone into a presentation expert, but that's not the goal of the book. It provides great ideas and insight and the job aids are excellent. Kudos to the author and publisher for identifying a need and providing good, concise information to address it.

3 of 3 people found the following review helpful. Stop Stressing and Become a Confident Presenter By Regan Opell had the opportunity to hone my skills as a writer and a presenter directly from Lauren Hug, the author of this book. Here's an excerpt from an essay I wrote (published on my blog) about learning to write: "Lauren sat down, read my speech, and promptly pushed it aside. 'This is nice,' she told me, 'but I want to hear what your ideas are.' Somewhat confused and taken aback, I began talking through what I had wanted to write my speech about. The more I spoke, the more I realized why Lauren had asked me to do this. In an effort to write an immaculate speech, I had completely lost sight of my original idea. My speech was eloquent, but the ideas didn't flow together anymore. I had gotten so caught up in the minute details of word choice and sentence structure that I had forgotten the big picture. It was clear that some part of my writing process had gone awry. Together, Lauren and I went through the speech again. This time, Lauren didn't let me get bogged down in the specifics of each sentence. Instead, I learned to tread water. Even if a sentence wasn't as articulate or powerful as I wanted it to be, Lauren taught me to just write it down. I learned to get all my thoughts on the page, no matter how rough the writing itself seemed. In the past, I tried to make each sentence perfect before moving on to the next. Now, for the first time, I was really writing. Not stressing. Not obsessing. Just writing." This book does exactly the same thing for presenters. It keeps you from stressing, helps you manage the preparation process, and frees you to focus on what you really want to say. It's definitely worth your time and money.

4 of 4 people found the following review helpful. Worth Every Penny By ifjf414 I'm not actually a manager, but I bought this book because I was asked to give a presentation at work. I hate public speaking and was panicking at the thought of having to present in front of my colleagues. This book was a great help. There are lots of practical tips that ACTUALLY help you prepare for your speech. Most books I read about public speaking just regurgitated vague tips that didn't really do much good, but this book actually takes you through the process of preparing your speech. It does a great job of helping you give an engaging and effective presentation

Lauren Hug, founder of HugSpeak Coaching Consulting, has been helping people reach and motivate audiences for 20 years. In this concise, friendly guide, she condenses her years of presentation expertise from the courtroom to the boardroom. Your presentations are a crucial part of establishing yourself as a leader. Developing a commanding presence and exceptional public speaking skills will mark you as a rising star within your organization. And it doesn't have to be daunting. Lauren will teach you how to speak with confidence, whether you're presenting to your employees, your boss or external stakeholders. This accessible, practical book will walk you through the process step

by step, from planning and developing your content, through mastering your materials, to delivering a dynamic performance and reaping the rewards in your career. With interactive exercises and templates, you'll learn how to embrace your signature speaking style, engage your audience, craft compelling content and speak like a pro. Along the way, you'll find yourself building relationships with team members and bosses alike, and developing valuable insights into your strengths as a manager. Through her positive and collaborative coaching approach, described as empowering, life-changing, and therapeutic, Lauren will help you shine as both a leader and a presenter.

About the Author
From the Foreword: "This book is a must read for any new manager entering the business world. This book is not about gimmicks, nor does it become a self-help book. This book is about success and it provides its readers with the tools they need to achieve such success. And if you read this book and take its message to heart, you will never have to picture another audience in their underwear again. That's how priceless this book is." - Joe Murray, Founder of the Murray Law Firm
About the Author
An accomplished speaker, writer and thinker, Lauren Hug has helped people reach and motivate audiences for 20 years. For the past decade, she has applied analytical and communication skills to the branding, messaging and market research needs of businesses; big and small. Presentation experience from the courtroom to the boardroom, involvement with dozens of corporate campaigns, insights from analyzing research and cultural sensitivity from traveling and living abroad, all inform her unique perspective on the topic. Having discovered her gifts for public speaking, research and strategy through her high school speech team, Lauren has a passion for helping students, as well as professionals, develop those crucial skills. Lauren is a licensed attorney and certified mediator whose academic credentials include an LL.M. with merit from the University of London, a J.D. with honors from the top-20 University of Texas School of Law, and a Bachelor of Journalism and Bachelor of Arts in Spanish from the University of Texas.