

THE FIVE KEYS TO EFFECTIVE PRESENTATIONS

1. BALANCING CONTENT/DELIVERY
2. LOGIC OF CONVERSATION
3. NAILING THE CRITICAL FIRST MINUTE
4. ANSWERING QUESTIONS EFFECTIVELY
5. USING, NOT ABUSING, POWERPOINT

BALANCING CONTENT AND DELIVERY

THE TEMPTATION TO OVERLOAD
vs
ATTENUATED ATTENTION SPAN
CLASSICAL vs CONVERSATIONAL

LOGIC OF CONVERSATION

QUESTION/ANSWER

VS

SCIENTIFIC METHOD

CRITICAL FIRST MINUTE

WHO ARE YOU

WHY EXACTLY AM I HERE

WHY SHOULD I CARE

WHAT QUESTIONS DO I NEED ANSWERED

ANSWERING QUESTIONS

PREPARE
PRACTICE WITH VIDEO
ANSWER, THEN SUPPORT
NEVER BLUFF

USING, NOT ABUSING POWERPOINT

CREATE SCREENS LAST
PUBLICATION vs PRESENTATION
SCRIPT vs PROMPT

Quarterly Budget Review

	2001	2002	2003	2004	2005
EBITDA	4,509	5,182	6,030	6,535	7,227
Sources of Cash:					
Stock Options	250	250	250	250	250
Total Sources of Cash	250	250	250	250	250
Uses of Cash:					
Dividends	(1,107)	(1,115)	(1,124)	(1,133)	(1,142)
Capital Expenditures	(1,796)	(1,700)	(1,700)	(1,200)	(900)
Interest & Taxes	(859)	(997)	(1,376)	(1,445)	(1,487)
Settlement Payments	(7,113)	(783)	-	-	-
Working Capital	(497)	(581)	(570)	(570)	(570)
Total Uses of Cash	(11,772)	(5,576)	(5,070)	(4,648)	(4,399)
Annual Cash Flow	(7,163)	(294)	(960)	(1,988)	(2,928)
Net Debt	(6,431)	(6,725)	(5,565)	(3,477)	(448)