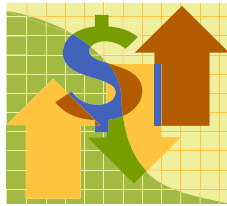


# Chemical Engineering 391

## Business Presentations



## Preparation

2

- Who is my Audience?
- What is my Objective?
- What is the best Format to present this?
- What organizational structure is best?



## Audience and Objectives

3

- Technical Presentations
  - Audience: engineers, scientists, technicians
  - Interests: technical details
  - Objective: apply what you present to their problems and processes
- Business Presentations
  - Audience: managers (possibly technical)
  - Interests: corporate strategy (\$\$\$)
  - Objective: improve products and decrease costs



## Presentation Types

4

- Influence corporate or social policy
  - School board or other political venues
  - Management, HR, labor unions, etc.
  - Neighborhood, civic, and church policies/decisions
  - Educate public or organizations
- Attract investors
  - Allocate corporate resources for new projects
  - Outline investor or lender opportunities



## Content Differences

5

### Business

- How will proposal affect product, business, consumers, etc.
- Technical details relative to product, implementation
- \$\$\$
- Decision making emphasized

### Technical

- Details of experiment/ data
- Show how conclusions are arrived at.
- Equations, equipment, process



## Format

6

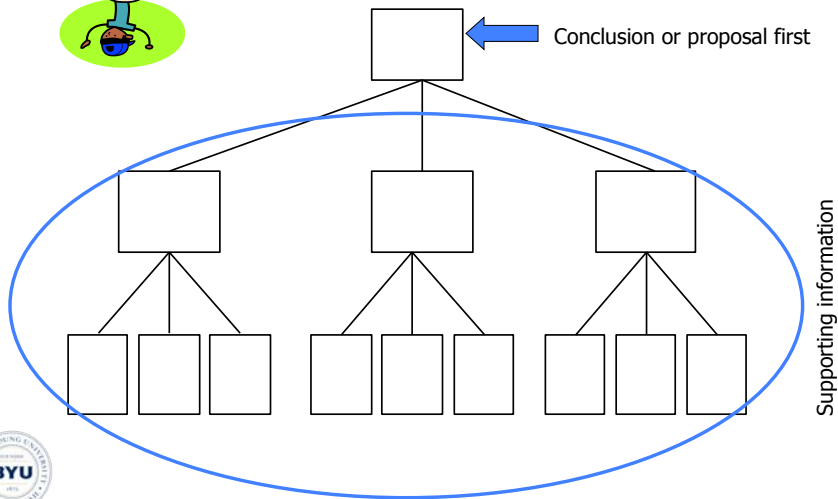
- Usually small conference room (3-15 people)
- Conference table
- Small screen with projector
- If not a projector....
  - White erase board
  - Poster paper
- Audience participation



# Presentation Organization: Pyramid

7

## Pyramid Principle



## Pyramid Principle Rules

8

- Ideas at any level in the pyramid are summaries of the ideas grouped below them (vertical hierarchy)
- Ideas in each grouping are the same kind of idea (parallelism of supporting statements)
- Ideas in each grouping are logically ordered



## Inductive Reasoning

9

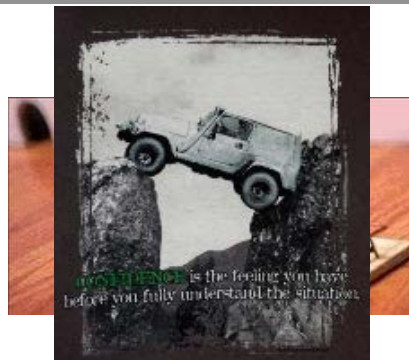
- Thesis statement/major conclusion first
  - Supporting statements answer the questions raised by the major conclusion
    - Sub-ideas answer the questions raised by the supporting statements
  - Technical details can be presented to support the conclusions, but they are not the focus. You must “know your stuff” when asked questions, however.



## Risks

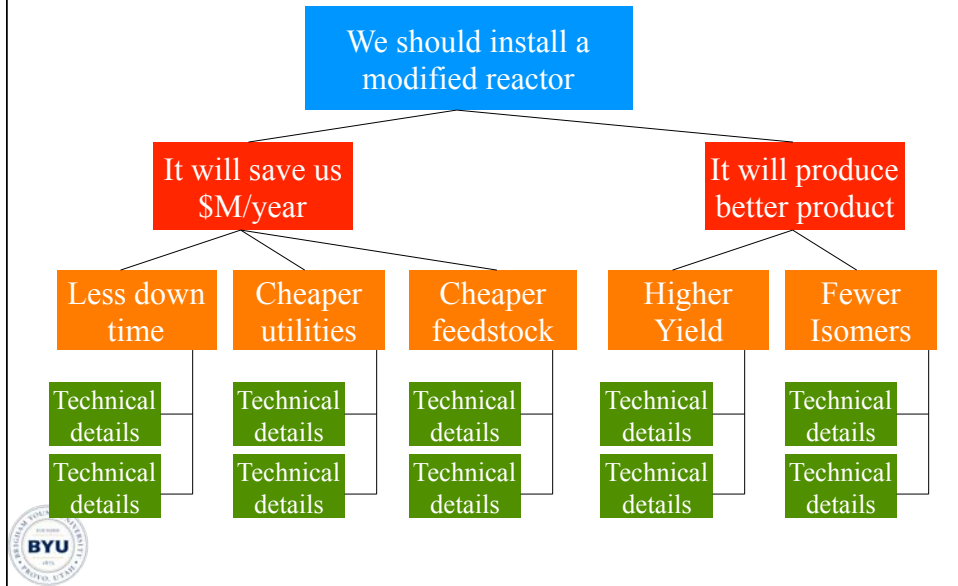
10

- Address risks in priority order
  - Safety
  - Environment
  - Financial
  - Mission
  - Efficiency/Logistics
  - Publicity
- Do not hide or gloss over risks; you are most persuasive and credible when you provide accurate information from reliable sources
- Acknowledge uncertainties and their impacts



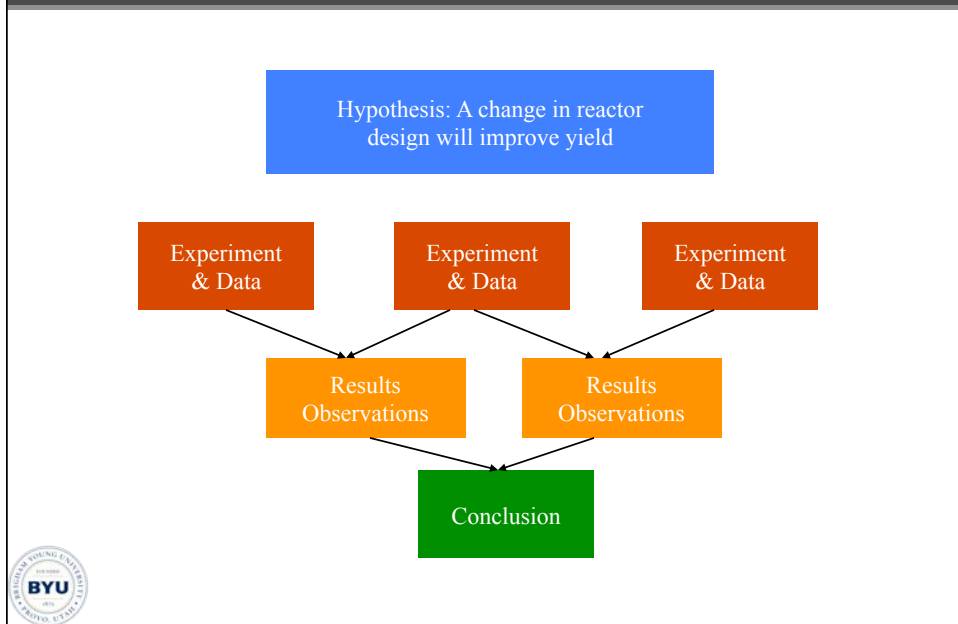
# Presentation Logic

11



# Contrast Technical Style

12



## Expectations

- Audience and objective
  - Presenting to business executives, i.e., your boss and his/her boss
  - Your goal is to effect change (persuade to invest, change point of view, etc.)
- Time: Try for 10 minutes if no discussion
  - Will get questions and discussion
  - OK to postpone answers
- Content:
  - Use top-down format
  - Include economics if possible
  - Additional (back-up) slides for possible questions
- Have fun!
  - Be creative, but stick with engineering-related topics
  - If cannot get real data, can make up realistic numbers (for this exercise only)



## Examples of Topics

- New engineering building at BYU
- Recycling of waste in Utah
- Biomass as a fuel source
- Lights/flags on 800 N.
- Environmental issues
- Replace I-15 with mass transit
- Nuclear storage
- Gasoline tax hike
- Import liquefied natural gas (LNG)
- Canadian gas pipeline
- Switch BYU vans to electric vehicles
- Biomedical devices
- New pharmaceuticals
- New materials/polymers
- Space mission
- Drain Lake Powell (or not)
- Require laptops for BYU ChE students

