

Presenting to higher management; recommendations

by *Gerrit Muller* USN-SE

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

Abstract

This presentation provides recommendations, how to present to higher management teams; What to do and what not to do.

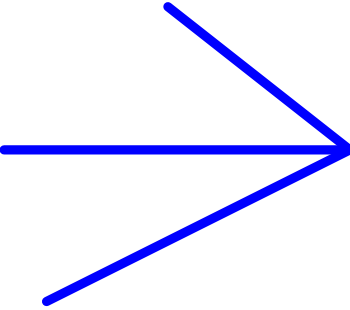
Distribution

This article or presentation is written as part of the Gaudí project. The Gaudí project philosophy is to improve by obtaining frequent feedback. Frequent feedback is pursued by an open creation process. This document is published as intermediate or nearly mature version to get feedback. Further distribution is allowed as long as the document remains complete and unchanged.

April 8, 2021
status: draft
version: 0

logo
TBD

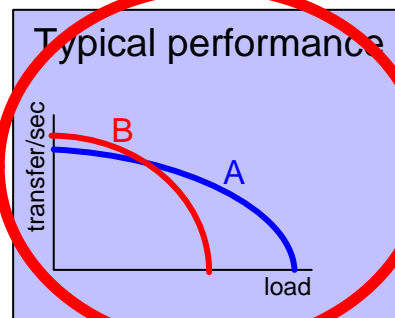
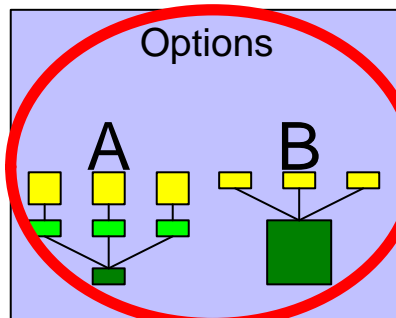
Recommended content

- + clear problem statement (what, why)
 - + solution exploration (how)
 - + options, recommendations
 - + expected actions or decisions
- supported by
facts and figures
- 

mention the red information only

Market drivers

COST	integration	MPEG4
ttm	multiple suppliers	MP3
WOW	nifty features	color display
DRM	fashionable design	ePen
	Hollywood pact	GPS sensor
	standards	GSM
		UTMS
		BT
		802.11b

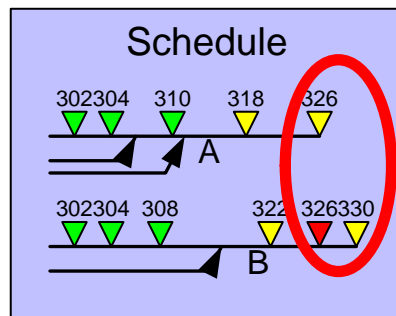


Power budget

	A	B
infra	7	8
sensor	6	8
display	20	17
power	3	4
total	36	37

Bill of material

	A	B
infra	7	8
sensor	6	8
display	20	17
power	3	4
total	36	37



fte's

	A	B
infra	2	8
control	6	4
display	6	8
app	3	3
total	17	23

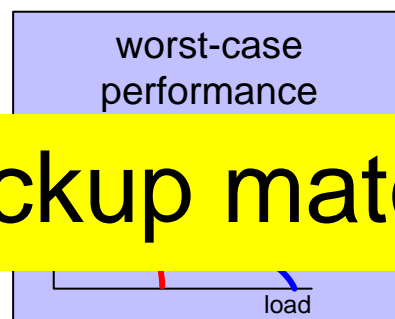
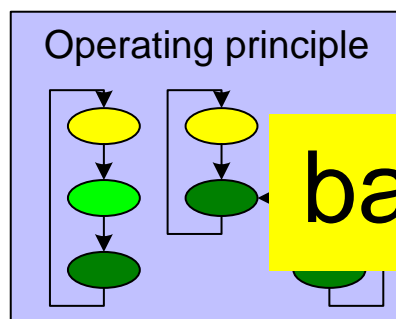
profit-investment

	A	B
salesprice	10	10
cost/p	3	4
units	1M	1M
sales	10M	10M
costs	3M	4M
investment	2M	3M
profit	5M	3M

recommendation

recommendation:
select A

follow up:
allocate Jan, Piet, Klaas
per 1/11
go/nogo 1/1/03



Power details

	A	B
infra	7	8
sensor	6	8
display	20	17
power	3	4
total	36	37

backup material

Form is important

poor form can easily distract from purpose and content

presentation material

- + professional
- + moderate use of color and animations
- + readable
- + use demos and show artifacts

presenter's appearance

- + well dressed
- + self confident but open

but stay yourself,
stay authentic

Don't force your opinion, understand the audience

do not

- preach beliefs
- underestimate technology knowledge of managers
- tell them what they did wrong
- oversell

do

- + quantify, show figures and facts
- + create faith in your knowledge
- + focus on objectives
- + manage expectations

How to cope with managerial dominance

do not

- let one of the managers hijack the meeting
- build up tensions by withholding facts or solutions
- be lost or panic at unexpected inputs or alternatives

do

- + maintain the lead
- + be to the point and direct
- + acknowledge input, indicate consequences (facts based)