



Why The CEO Thinks Your Presentation Sucks!

[and what to do about it]



NO CLEAR WHAT & WHY

CEO: "What's the point?"

You have not explained why the presentation exists. The CEO is now guessing. That is bad. You are the guide. The CEO needs to know why you are all here. **Be clear on the what & why.**

MISSING STORY LINE

CEO: "Where is this going?"

The presentation has no clear story line. Nothing links the different parts of the presentation. The CEO is confused. If you confuse, you lose. **Structure your presentation. Tell the story.**

TOO MANY DETAILS

CEO: "What are the key messages?"

You are sharing all the challenges of your project. The CEO is drowning in the details. The CEO needs to know what must be decided at CEO-level. **Share key messages. Delete the rest.**

LOTS OF DATA FEW INSIGHTS

CEO: "What does the data tell us?"

You are showing numbers and charts. They might tell you a lot, but not the CEO. Instead make your CEO happy. **Focus on insights, and the key data to support these.**

BUSY SLIDES BUILT TO READ

CEO: "Do I read the slides or listen to you?"

You are using PowerPoint like Word. The CEO is now reading, and not listening to your carefully rehearsed presentation. You don't want that. **Limit words. The CEO must get the slide in 3 seconds.**

NO SPECIFIC CALL TO ACTION

CEO: "What do you want from the me?"

The CEO is thinking 'Now what?' Do you need him to decide something? Ask! Do you need him to support something? Ask! Do you need him to give you something? **Ask! Be crystal clear.**