



THE PULLED PUNCH OF INTERNAL PRESENTATIONS

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Ask any CEO and they will confirm that clear and engaging internal communications are key to a successful business. Countless books, blogs and seminars have been launched to help organisations improve the way they communicate with employees. Software and consultancy firms line up around the block with solutions designed to ensure that everyone is on the same page and focused on the same goal.

Why then are so many internal presentations so bloody awful?

The quality of the vast majority of internal PowerPoint presentation design is woeful. Hastily pulled together exercises in meandering Death by PowerPoint, these presentations leave audiences a unique combination of bored, confused and frustrated. The sad truth is that this is fundamentally down to internal audiences not being held in the same esteem as a prospective client or investor.

There...I've said it.

The increasing frustration you may be sensing from my tone comes from the fact that internal audiences are very possibly the most important any business will engage. Of course, businesses require sales to exist but screwing up the odd pitch here and there is unlikely to cripple an organisation. Marketing presentations are equally important in keeping a business foremost in the mind of their audience...but companies are unlikely to fail if a marketing presentation doesn't quite hit the mark. Now consider the internal presentation – one false move, one shortcut too many, one ill prepared engagement and your whole organisation can be knocked off course and be heading in a direction that truly could spell disaster. Equally, getting a frustrated, confused or disheartened internal audience back on side is a hell of a lot more difficult than trying to convince a prospect that you're worth reconsidering.

Some organisations recognise how high these stakes are. The Doyen of PowerPoint,

Nancy Duarte, has said that a recent internal presentation was the most important presentation she had delivered in the last 10 years. Bear in mind that in the last decade Nancy has delivered a World renowned TEDx talk, pitched to the biggest and best in Silicon Valley and delivered keynotes around the globe yet the most important presentation was one delivered in her own offices to her own people. The purpose of the presentation was to align her fast-growing PowerPoint design company and ensure each and everyone had a single focus as they embarked on the next phase of their journey.

No histrionics. No panic. No knee jerk reactions. Just the recognition of the impact of getting this presentation right...and the implications of messing it up.

So in short, organisations need to recognise that not only do internal audiences deserve more respect than a hastily cobbled together set of PowerPoint presentation slides, your business does too. Investing time in crafting and then testing the message, sharing relevant and powerful content and then developing visuals that deliver a long term engagement is tough. It takes time, patience and tenacity...but it's worth it. Get it right and your business is supported by a focused and engaged team. Get it wrong and chaos reigns.

In recognition of the stakes at play and the need for so many organisations to think, act and deliver differently when it comes to internal presentations, Eyeful Presentations have created a course specifically for this type of engagement - [The Internal Lab](#). This one-day session covers the key building blocks of powerful internal presentations, from Audience Heatmapping and different presentation story structures through to how to use Blended Presenting to deliver your message in harmony with your audience.