

HOW TO DESIGN & DELIVER **Powerful Business Presentation**

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What is a Business Presentation?

A business presentation is a **structured communication tool** used to inform, persuade, or instruct an audience on a business-related topic

A business presentation **uses public speaking and visual materials** to communicate important information to a group of professionals.

Why Business Presentations Matter

- 90% keputusan bisnis dibuat melalui presentasi

- Presentasi menentukan dukungan & arah kerja

- Presentasi kuat mencerminkan diferensiasi profesional

“Good slides tell. Great slides move people.”

Three Key Types Of Business Presentation

INFORMATIVE

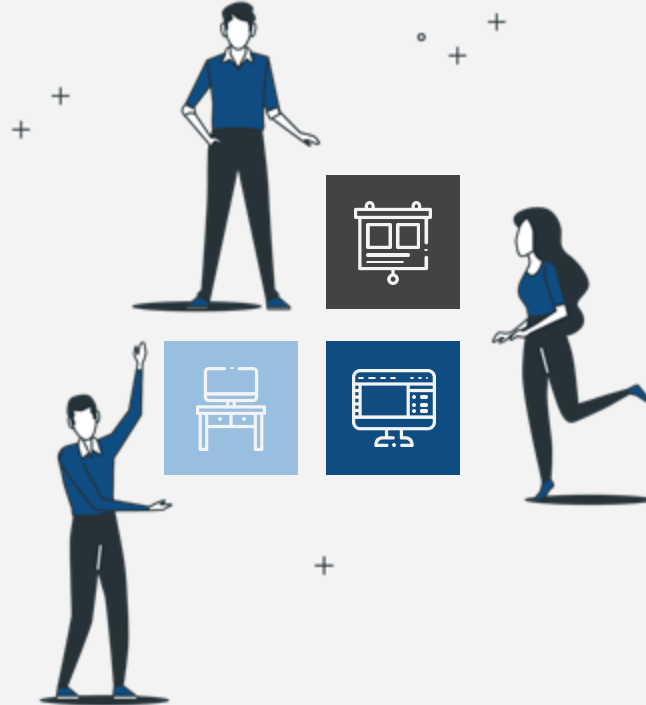
Share knowledge,
updates, reports

PERSUASIVE

Influence decisions
or actions

SUPPORTING

Outline execution
plans or next steps



Elements in Presentations

- Introductory
- Agenda or purpose
- Content
- Key takeaways
- Call-to-action or next steps



4P Framework (Kerangka 4P dalam menyusun Presentasi)

- Purpose: apa tujuan dan dampak akhir yang diinginkan?



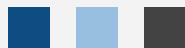
- People: siapa audiens kita? apa harapan dan mindset mereka?



- Plot: alur cerita, bukti, contoh



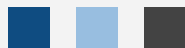
- Packaging: desain slide dan visual



THE FIRST IMPRESSION

- +
 - + 1. Standard Informative – Agenda, context
 - 2. Story-Based – Engaging narrative
 - ✕ 3. Dramatic – Bold visuals or statements





Informative

"Selamat pagi/siang kepada para hadirin. Pada kesempatan ini, kita akan membahas bagaimana pengembangan pariwisata dapat mendorong daya saing destinasi melalui inovasi, pengalaman wisata, dan kolaborasi antar pemangku kepentingan, dengan agenda sebagai berikut:"



Story-Based

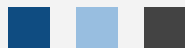


“Bayangkan Anda tiba di sebuah desa wisata pada pagi hari—udara masih segar, suara burung terdengar dari kejauhan, dan masyarakat lokal menyambut Anda dengan senyum yang hangat.

Namun di balik momen sederhana itu, ada perencanaan matang, inovasi, dan strategi pariwisata yang membuat pengalaman tersebut begitu berkesan.”

EPIC Storytelling Framework

- ❑ Engage atau membangun keterlibatan, misalnya dengan bertanya, membuat polling, memberi contoh yang relatable, refleksi
- ❑ Pose the problem
- ❑ Illustrate with examples
- ❑ Call to action



Dramatic



+“Pariwisata sedang berubah.
Wisatawan tidak hanya mencari
tempat... tetapi *mencari makna*.
Pertanyaannya: **apakah destinasi
kita siap?**

Design Best Practices

- Consistent layout, fonts, and color palette
- 10-20-30 rule: one concept per slide
- Use whitespace, avoid clutter



Design Best Practices: 10-20-30 rule in business presentation

- 10: Maksimal 10 slide
- 20: Sampaikan dalam 20 menit
- 30: Gunakan minimal ukuran font 30 pt



Template Inspiration from SlideModel



- Company Profile Template
- Business Corporate Template
- Formal Business Template
- Professional Business Template
- Small Business Deck

Example Flow - Professional Deck



1. Title / Cover
2. Problem Definition
3. Solutions Overview
4. Roadmap/Timeline
5. Market Size & Opportunity
6. Business Model

7. Competitor Analysis
8. Strategy & Benefits
9. Team Introduction
10. Plans & Pricing
11. Portfolio Showcase
12. Contact / Next Steps



Tips For Effective Delivery

- Tailor templates to your brand
- Maintain narrative flow
- Use visuals to simplify
- Keep audience needs central
- Finish with call to action



Effective Delivery Techniques

- Pace & pause
- Intonasi
- Kontak mata
- Gesture natural
- Struktur bicara

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Your Turn - Customize



- Choose your type (informative, persuasive, supporting)
- Select a template
- Map your content
- Apply consistent visuals
- Practice delivery

Summary and Takeaways

- Presentations: inform, persuade, support
- Strong openings, clean design critical
- Templates speed structure & design
- Customize and deliver with coherence



THANKS!

Do you have any questions?

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