



Take a fresh look at training

Delivering
Performance
Improvement



T: 0845 458 9461 E: info@pts-uk.net W: www.pts-uk.net

“Horns” or “Halos” The perceived power of a presentation

A presentation needs to inspire confidence and should do one or more of the following:

- Inform
- Educate
- Entertain

Whenever a presentation engages the audience, the “halo” effect kicks in.

This is where the audience perceives that an accomplished performance by the presenter demonstrates confidence, control, interest and authority which leads to the assumption that these abilities permeate throughout everything that he/she does.

For instance, a critical presentation delivered well by a director, departmental head, manager or team leader can make the presentation of bad news less de-motivating or the presentation of good news highly motivating. Sales people pitching to client’s, lawyers presenting in beauty parades, and business people influencing backers welcome this “halo” effect with great enthusiasm.



Conversely, stupefying the audience with an endless stream of busy, boring PowerPoint slides, or a delivery void of any passion and enthusiasm will generate the “horns” effect and rapidly transform into negative behaviour from the audience. Questions become more pointed, statements become more challenging and interruptions increase all of which, at worse, can prematurely terminate a presentation.

The audience’s perception of the presenter, under these conditions, has the reverse “horns” effect as it will be perceived that he/she is inept, dull or misses the point in other areas of their role.

Continued...



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This may result in the audience not necessarily switching off their ‘internal dialogue’ (all the other thoughts cramming their mind) which eventually become so loud that they drown out any message the presenter is attempting to deliver.

In the world of business, when an audience loses confidence in what is being presented to them, the results can prove costly. The lost deal, the lost assignment, the cancelled contract or the lack of buy-in and understanding can all carry tangible, measurable losses.

The four cornerstones of an effective presentation are always:

- Clarity of objective
- Structure of content
- Flow of delivery
- Audience engagement

As the consequences of an ineffective presentation can carry such heavy penalties then regular maintenance in the sharpening of these skills makes for a wise investment.

The following are just some of the contracts that we have won by keeping our presentation skills keen:

- 6 year contract with the Ford motor company (a single presentation)
- £110,000 development contract with BA (head-to-head presentation)
- £250,000 customer care contract with the Prudential (a 4 hour informative pitch)

If you are keen on positively influencing your next big presentation, contact us now to discuss how we can help.

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PTS has a wealth of expertise spanning 25 years.

Delivering Performance Improvement