

Pre-presentation & Post-presentation

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Best View at 33 %

How good is your design and presentation?

- 1 Proposal is rejected first and then accepted
- 2 Proposal is accepted with no or minimum changes
- 3 Proposal is accepted, but the idea has been changed
- 4 Proposal is rejected

Beyond presentation

Pre-presentation

Presentation

Post-presentation



Different dimensions of presentation of communication design

- Bad presentation **ruins** good design but good presentation is never enough
- Besides presenting design, presenting a **total impression**
- Not a one go task, it's business development, the building of **l o n g** term relationships

Why Pre-presentation and Post-presentation?

- Clients judge your design by many ways
- Presentations start long before meeting with client
- Not what you know... but **who likes you**

Design and presentation as living

- Your design capabilities is limited unless your prospects use it
- Presentation skill can't be improved just before your next presentation
- Your design is just as good as your **understanding of people and living**
- Develop your presentation skill in different occasions
- Present your design and yourself in your living

Adaptive approach based on DISC assessment

	Task Oriented	People Oriented
Assertive / Fast Paced	Dominance <ul style="list-style-type: none">• Demanding• High value on time• Innovative• Not good listener	Influence <ul style="list-style-type: none">• Inspiring• Optimistic• Emotional• Selective listening
Reserved / Slow Paced	Conscientious <ul style="list-style-type: none">• Careful• Systematic• Perfectioness• More rigid	Steadiness <ul style="list-style-type: none">• Friendly• Predictable• Resist changes• Hard to convince

Building long term relationships

- How close you are?

Friends

Suppliers

- What kind of people your clients are?

Dominance

Influence

Conscientious

Steadiness

- What's in your clients' mind?

Capabilities

Personalities

Building long term relationships

- Don't pretend
- Sharing commonalities
- Study your clients and their clients
- Educate your clients
 - Inspiring rather than coaching
 - Showing rather than telling

What matter most in client's decision?

Rational

Emotional

Experience

• Expectation

Performance

• Personal taste

Idea proposed

• Idea of competitor

Good price

• Good deal

Reputation

• Referral

Built up Confidence

Sense

Reliable

Capabilities

Knowledgeable

Informative

Reasonable

Persuasive

Organise

Sensitivity

• Careful

• Sincere

• Common interest

• Empathatic

• Responsive

• Helpful

• Flexiable

What matter most in presentation?

“Who say it, how he say it and what he says
– and, of the three,
the last matters the least.”

Lord Morley

“It is the **manner** that wins, not words.”

Elbert Hubbard

Adaptable presentation

- Use the DISC method to analysis your client first
- Adjust your presentation to the audience
- Change presenters if necessary
- Dynamic presentation, not linear presentation
- Wrap up your presentation as required

How to convince client

- “There’s better way to say no”
I.M. Pei
- Good design should be attractive,
your solution may not be good enough but rejected
- Don’t tell but let them choose as planned
- Make your ideas become their ideas
- Agree before disagree

Incremental presentation

- Final design seldom follows the initial presentation
- Get the order first, **push your idea slowly**
- Provide **problem finding** rather than problem solving services
- Innovative design requires innovative presentations
- Invite "yes", don't trigger "no"

Vision beyond presentation

- Presentation as **enlightenment for client**
- Presentation as **replacement of pitching**
- Present **for Client**, not for job
- **Improve design and our living** with Grade 1 presentation

END