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NEXT STEP

8 WAYS TO TANK YOUR PRESENTATION



With universities resuming and reluctant office-goers returning to their cubicles after a sluggish and self-indulgent summer break, what better way to ring in the new work season than reviewing some of the ways you may be bombing your presentations in the difficult days to come.

1. You didn't bother finding out who your audience is

You have a vague idea about the company that they work for, but you don't know how much they already know on the topic, and you don't know what they expect to take away from the presentation. A couple assumptions about their technical level and knowledge of tools and technologies you're discussing, and your presentation will be of zero use to your audience.

2. You didn't prepare a witty icebreaker

"This is a serious presentation on deoxyribonucleic acid," you say to yourself, "this is no

place for jokes." Fine, at least start with an interesting fact or a startling statistic or a relevant background story. Make a good first impression and it's fine even if the rest of your presentation is serious stuff.

3. You fitted in as much information as you possibly could

It's far too easy to go overboard with the text, especially because presentations tend to be built off of reports or other written documents. If you can stick to the 10/20/30 rule: 10 slides, 20 minutes, 30 size font. If 10 slides are just not cutting it for you, go easy on the text and be generous with photos, charts, quotations, etc.

4. You didn't run a sound check or a projector check or any check for that matter

You assume that everything's been set up for you down to the very last detail. But wait, is that an odd-sized projector screen? Did the

teaching assistant just say the projector's not working? How are you going to present without your slides? Do you even have handouts? Expect chaos, that way you'll be prepared.

5. You make close to no eye contact with your audience

Because you're too busy reading off the slides of course. And if you're not making eye contact, you probably don't have their complete attention either. Do you really want to give a presentation to a room full of people who are staring at everything from blank space to projector screen except for your face?

6. You bank on Bangladeshi internet for something or the other

Whether you're giving a presentation at the Radisson or a classroom in a university, don't count on: a) having an internet connection, and b) having an internet connection with a speed higher than 1kbps. Do the world a favour and download videos beforehand and

use screenshots of webpages you might need to refer to.

7. You want to go both deep and wide

It's completely okay to not talk about every little thing you deem relevant—it's actually a good thing as it leaves space for questions from the audience.

8. You're hiding behind the computer screen

You need to come to terms with the fact that no matter how suave and confident you are, that computer is on top of a table three feet off the ground and you're going to get lost behind it every time you hunch over to change the slide. And while it might give you a false sense of control over the presentation, it looks completely unprofessional. Have someone change the slides for you or get yourself one of those fancy laser pointers.

AMIYA HALDER

Slush Global Impact Accelerator comes to Bangladesh

SHAHRIAR RAHMAN

For the first time ever, Bangladesh will be part of Europe's largest startup and technology event, Slush Global Impact Accelerator 2016. From November 22 to December 1, participants will present their inventions and ideas to the top investors from around the world at the event in Helsinki, Finland. From here on, investor companies will be able to meet with participants whose inventions they like and discuss financing of that project.

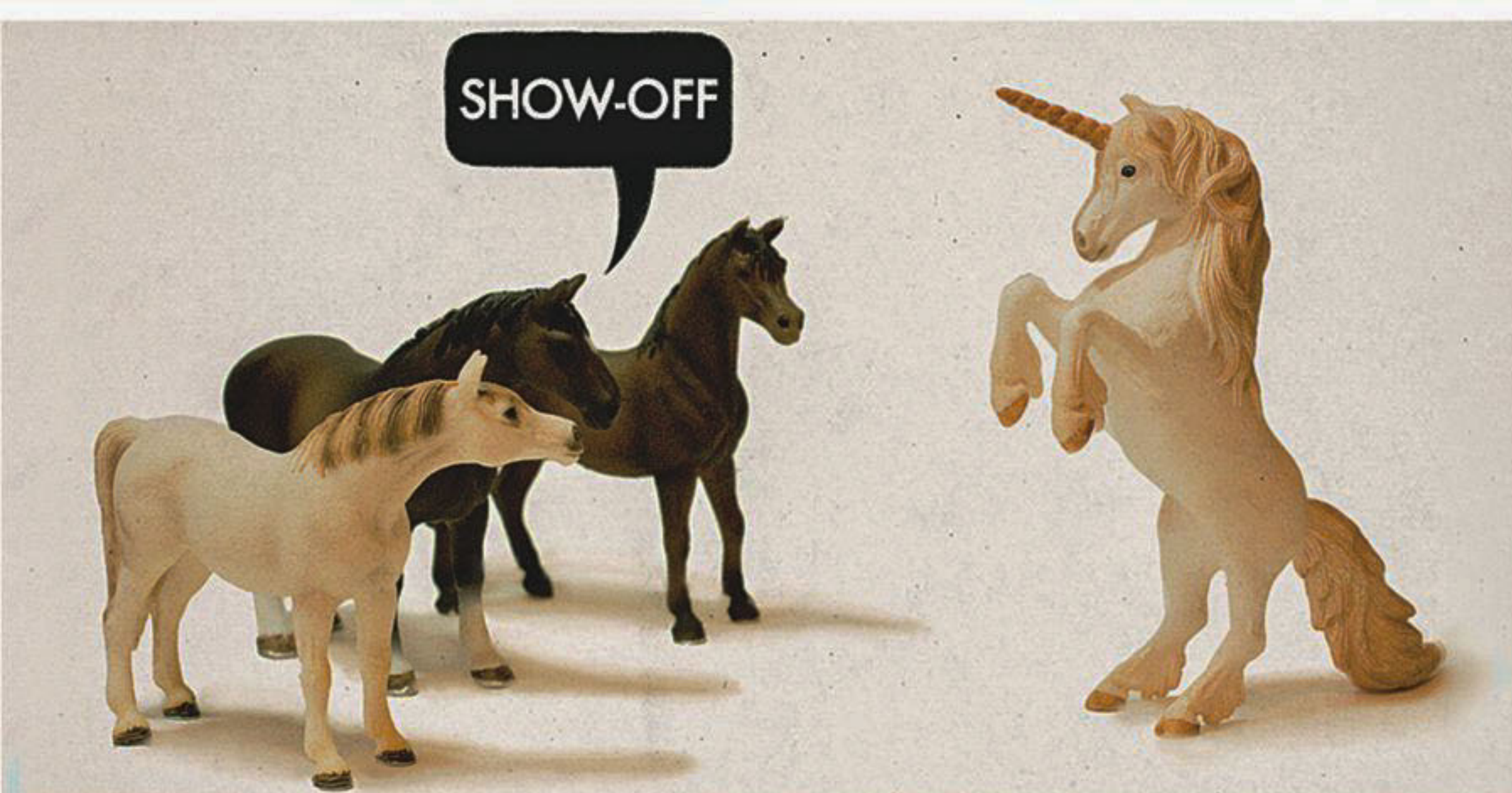
MLab, Slush and Finland's Ministry of Foreign Affairs will collaborate to start the talent hunt competition on August 26. Around 15,000 participants from 100 countries will take part in the platform this year.



Participants must register to take part in the competition. After registration, participants will present their ideas in front of a panel of judges at the EMK Centre in Dhanmondi on August 26, after which the top three will be nominated for the event in Helsinki. MLab will be facilitating and sponsoring the three winners for their trip to Helsinki.

To take part in the competition, participants must fill out the following form by August 10: <http://bit.ly/29Hkesc>

How to promote yourself without sounding like a jerk



You can't expect people to know about you if you don't make an effort to talk about what you've been up to. But there's a fine line between naturally promoting yourself while expanding your network and blabbering on about your achievements. Follow these tips to effectively promote yourself without coming off as egocentric.

1. Tell your story

The most ironic part about promoting yourself successfully is that it's not about YOU at all. It's about what you did and how you did it. Everyone loves a good story so share your journey of getting where you are right now. You nailed a project and got a pat on the back? Cool but that's not what makes it special. What are the problems you solved? What prompted you to come up with that specific solution? Did you have problems with co-

ordinating with teammates on a challenging project? How did you deal with that? These are answers that indirectly scream out your efficiency and ability to handle the tight corners.

2. Wait for a prompt

Initiating a conversation by talking about yourself doesn't exactly leave the best of impressions. And it won't go unnoticed if you push in one of your random accomplishments and force a connection with the topic at hand. Wait for someone to ask you or for the conversation to naturally shift in a relevant direction.

3. Start a conversation

Promoting yourself doesn't have to be one-sided. Think about what you want to gain from this promotion. A potential job offer? Maybe a project you want to work on with the other person? Asking them about their insight on your progress

and vision is a rather welcoming way to grab their interest. They might be able to help you by putting in a good word in their network or by guiding you to the right people.

4. Promote the people who helped you

It's not very nice to just ask other people to promote you. But it's a give and take world so what you can do is appreciate and promote those who were there for you as mentors and friends when you were struggling. They'll be glad to talk about your accomplishments on social media or over a face-to-face conversation. You need to have people rooting for you. Hearing about how awesome you are from a mutual friend gives you more credibility than hearing it from you.

ABHIK HASNAIN

Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

THE LAST 15 MINUTES: PRE-PRESENTATION PREP

Whether you're jittery from pre-presentation nerves or just not feeling it, the 15 minutes before a big presentation is the best time to ensure your success as a public speaker. We lay it down for you with these five pre-presentation rituals:

1. Check the audio-visuals

Make sure all the electronics you'll need are in working order. This means the mic, the lighting, the projector, the computer, the laser pointer, and the speakers. Take another look at whether your fonts are embedded.

2. Shake some hands

Get comfortable with your audience. It's good to mingle with them as much as you can before the real thing. They'll be more involved, you'll seem more approachable, and it'll help take the nerves off.

3. Take your mind and body to a good place

Take a trip to the little boy's room

even if you don't need to. Have a sip of warm water or tea to avoid getting a dry mouth and clear your throat. Do a couple of stretches or walk down the hall to rid your body of excess energy and send oxygen to the brain. Breathe deeply and slowly to mitigate the tightening of chest and throat muscles and pumping of adrenaline that accompany anxiety.

Throw in a smile here and there to your audience. It'll get those endorphins rushing and show your audience you're happy to be here. On that note, it's also good to replace thoughts like "I'm not prepared enough for this" or "This is going to go down so badly" with positive ones like "I'm going to do great" and "I'm an expert on this topic." Mental rituals do wonders for your body's physical responses.

4. Run the first minute over in your head

While the actual speech you can

improvise, the opener you cannot. Rehearse that witty icebreaker or profound quotation or eye-opening statistic you have planned and a couple of sentences leading from it. Knowing precisely how you're going to start will not only boost your confidence, it will create a stronger first impression when you can look directly into the eyes of the audience instead of fumbling over your notes or a slide.

5. Get out of your seat five minutes beforehand

Even if you're a later speaker, assume a standing position a good while prior to taking the stage. Stand on the side or the back of room or backstage. It'll transfer you from a posture of inactivity to one of action—all warmed up and ready to go!

AMIYA HALDER

Young leaders flock at first ever LeadSPEAK

Mind Mapper held the first session of LeadSPEAK, its flagship programme with a vision of creating inspired leaders in Bangladesh, on July 30, 2016 at Radisson Blu Water Garden Hotel. The event featured five stellar sessions on different aspects of leadership by Ishiaq Ahmed, CEO at Omera Petroleum

Ltd. and Omera Cylinders Ltd.; Shehzad Munim, Managing Director of British American Tobacco Bangladesh; Ejazur Rahman, Managing Director of Mind Mapper Bangladesh; Soumendra S Das, Marketing Director of Consumer Healthcare Division at GlaxoSmithKline Bangladesh; and

Sabbir Hasan Nasir, Executive Director of ACI Logistics Ltd. It is envisioned that by joining the LeadSPEAK series (a half-yearly event), current and future leaders in Bangladesh will develop enhanced decision making competencies, and become more committed in taking their leadership to greater heights.

