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The HBR Guide to Persuasive Presentations provides practical tips from an experienced presenter. Having done many presentations myself, I'd learned some of these tips the hard way, like the importance of practicing, testing your presentation out on other people, and the importance of making your slides look good.

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Persuasive Presentations is my favorite of her award-winning books. I found it to be an easy read, chock full of useful tips to boost confidence, and tools to engage your audience, sell your ideas, and inspire action.

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Thought Leaders In Presentation And Communication

Harvard Business Review Guide to Persuasive Presentations page 3 The Basic Presentation Checklist 2. Figure out the question to which your

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information is the answer. At the heart of your presentation is a body of information that you and you alone have. That's why you've been invited to speak. But you can't begin by simply

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Written by Nancy Duarte Nancy Duarte is the author of HBR Guide to Persuasive Presentations, Slideology, and Resonate. She is the CEO of Duarte, Inc., which designs presentations and teaches presentation development. Most presentations lie somewhere on the continuum between a report and a story. A report is data-rich, exhaustive,

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and informative—but not very engaging.

Great Presenters Find a Perfect Mix of Data & Narrative ...

Harvard Business Review Guide to Persuasive Presentations page 31 we worked on how to integrate that energy. By the end of the program, every time he spoke— whether one-on-one, in a group situation, or a presentation—he began integrating these two sides of his personality into one.

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