

# Presenting to higher management; the audience

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## **Abstract**

This presentation explains how to focus on your audience, when presenting to higher management teams.

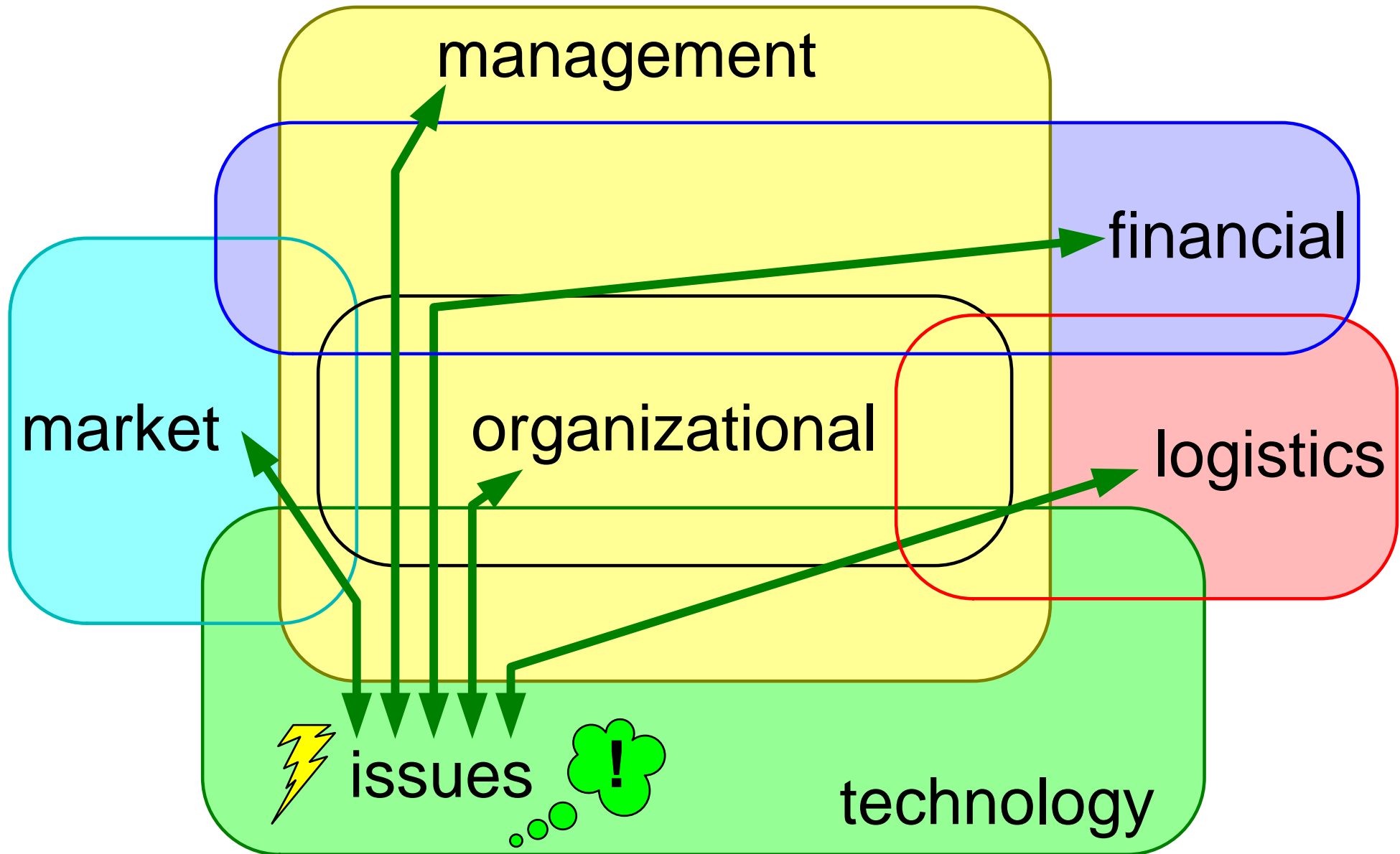
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# Architectural issues related to managerial viewpoints



# Characteristics of managers in higher management teams

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## *common characteristics*

- + action-oriented
- + solution rather than problem
- + impatient, busy
- + want facts not beliefs
- + operate in a political context
- + bottom-line oriented:  
profit, return on investment,  
market share, etc.

## *highly variable characteristics*

- ? technology knowledge  
from extensive to shallow
- ? style from power play to  
inspirational leadership

## Always prepare with small team!

