

Presenting to higher management; recommendations

by *Gerrit Muller* USN-SE

e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

Abstract

This presentation provides recommendations, how to present to higher management teams; What to do and what not to do.

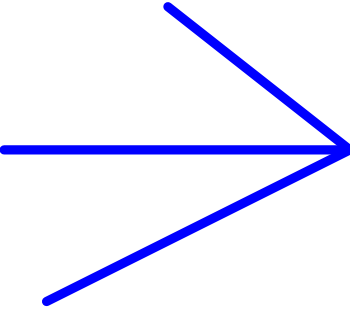
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logo
TBD

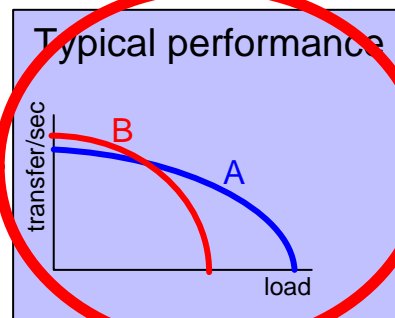
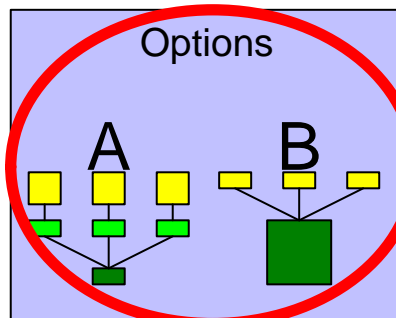
Recommended content

- + clear problem statement (what, why)
 - + solution exploration (how)
 - + options, recommendations
 - + expected actions or decisions
- supported by
facts and figures
- 

mention the red information only

Market drivers

| | | |
|------|--------------------|---------------|
| COST | integration | MPEG4 |
| ttm | multiple suppliers | MP3 |
| WOW | nifty features | color display |
| DRM | fashionable design | ePen |
| | Hollywood pact | GPS sensor |
| | standards | GSM |
| | | UTMS |
| | | BT |
| | | 802.11b |

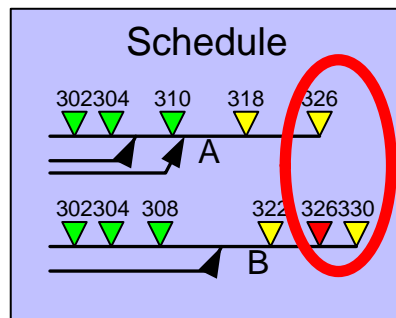


Power budget

| | A | B |
|---------|----|----|
| infra | 7 | 8 |
| sensor | 6 | 8 |
| display | 20 | 17 |
| power | 3 | 4 |
| total | 36 | 37 |

Bill of material

| | A | B |
|---------|----|----|
| infra | 7 | 8 |
| sensor | 6 | 8 |
| display | 20 | 17 |
| power | 3 | 4 |
| total | 36 | 37 |



fte's

| | A | B |
|---------|----|----|
| infra | 2 | 8 |
| control | 6 | 4 |
| display | 6 | 8 |
| app | 3 | 3 |
| total | 17 | 23 |

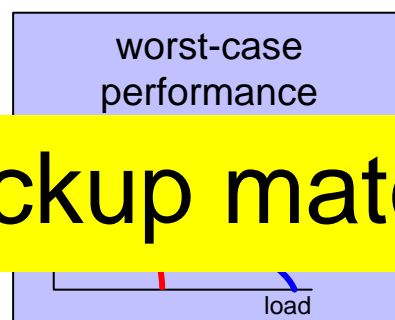
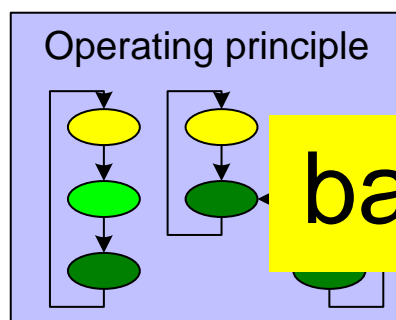
profit-investment

| | A | B |
|------------|-----|-----|
| salesprice | 10 | 10 |
| cost/p | 3 | 4 |
| units | 1M | 1M |
| sales | 10M | 10M |
| costs | 3M | 4M |
| investment | 2M | 3M |
| profit | 5M | 3M |

recommendation

recommendation:
select A

follow up:
allocate Jan, Piet, Klaas
per 1/11
go/nogo 1/1/03



Power details

| | A | B |
|---------|----|----|
| infra | 7 | 8 |
| sensor | 6 | 8 |
| display | 20 | 17 |
| power | 3 | 4 |
| total | 36 | 37 |

backup material

Form is important

poor form can easily distract from purpose and content

presentation material

- + professional
- + moderate use of color and animations
- + readable
- + use demos and show artifacts

presenter's appearance

- + well dressed
- + self confident but open

but stay yourself,
stay authentic

Don't force your opinion, understand the audience

do not

- preach beliefs
- underestimate technology knowledge of managers
- tell them what they did wrong
- oversell

do

- + quantify, show figures and facts
- + create faith in your knowledge
- + focus on objectives
- + manage expectations

How to cope with managerial dominance

do not

- let one of the managers hijack the meeting
- build up tensions by withholding facts or solutions
- be lost or panic at unexpected inputs or alternatives

do

- + maintain the lead
- + be to the point and direct
- + acknowledge input, indicate consequences (facts based)