

# How to Say It Persuasive Presentations. 176 pages. 9781440624346. Penguin, 2006. 2006. Jeffrey Jacobi

The three presentations analysed in the book are presentations made by consulting firms to the US Postal Service, relating to the very difficult strategic challenges faced by the USPS. The presentations give some interesting insight into the advice you are likely to get when you engage expensive consultants, and the author provides a very useful commentary on structure and content for such presentations and the best ways to provide visual representations of information. Read more. 45 people found this helpful. A good read and fascinating dissection of how the top management consultancies present persuasive business presentations using the power of storytelling. Read more. One person found this helpful. Start by marking "How to Say It Persuasive Presentations" as Want to Read: Want to Read saving; Want to Read. Making a powerful presentation requires more than preparing the right materials and rehearsing a speech. This book will turn any anxious reader into a dynamic speaker who engages and inspires listeners. Not only for businesspeople, it can also prove a lifesaver to students and anyone else who must speak in public. Banish presentation anxiety with tips and techniques that work. Making a powerful presentation requires more than preparing the right materials and rehearsing a speech. This book will turn any anxious reader into a dynamic speaker who engages and inspires listeners. The defining factor of a persuasive presentation is that it "moves" the audience, either in their perceptions/opinions/beliefs, or to engage in an action. To accomplish this in a speech, you must effectively and ethically : (1) capture audience attention; (2) use one or more of the 3 "tools of rhetoric" (ethos, logos, pathos) and (3) close with a "call to action" or perception by which the audience receives some value (e.g., by making this investment, I will gain financially and help save the earth). How often have you recounted a story just to have a companion say to you "That helps to remember a period that I...". Also read books about it. The best one I can give you is from Brian Tracy called Speak to Win.