Tips for a Case Presentation

These tips are from the *Strategies for Effective Business Presentations* textbook authored by Paige Land, Thomas Landis, and Dawn Wischer in the Kelley School of Business.

A case presentation will likely be a persuasive presentation, and you will ask your audience to act on your recommendation. You are asking them to do more than just think about your ideas and have a change of heart—you want them to physically do something.

You will be given a “problem,” and it will be your job to come up with the best solution to the problem and show why it’s the best.

→ **Get to your recommendation quickly.**
  
  Use a direct method (note the pyramid above) and mention your recommendation within the first few minutes of your presentation. You have been given the problem/opportunity, so you don’t need to spend too much time rehashing it.

→ **Don’t spend too much time telling the audience what they already know.**
  
  It’s fine to note the problem to show that you understand the company. However, if you spend time arguing there’s a problem, you are taking time away from supporting your recommendation. You may talk about the cause of the problem if that is necessary to your recommendation. Likely, though, the audience wants you to spend your time showing the risks and rewards of your recommendation.

→ **Stick to the prompt.**
  
  You may have an ever-so-clever recommendation, but it doesn’t fit the prompt. Save it for another project. In class and in work, you need to do what is being asked of you. Read and reread all criteria carefully.

→ **Share the risks and rewards.**
  
  Yes, you should talk about the risks. It seems counterintuitive, but part of persuasion is ethos (your credibility), so address all sides of your argument.

→ **Have fun!**
  
  If you enjoy sharing your idea, your audience will enjoy hearing it! Speak with conviction and show your personality. The audience wants to hear from you!