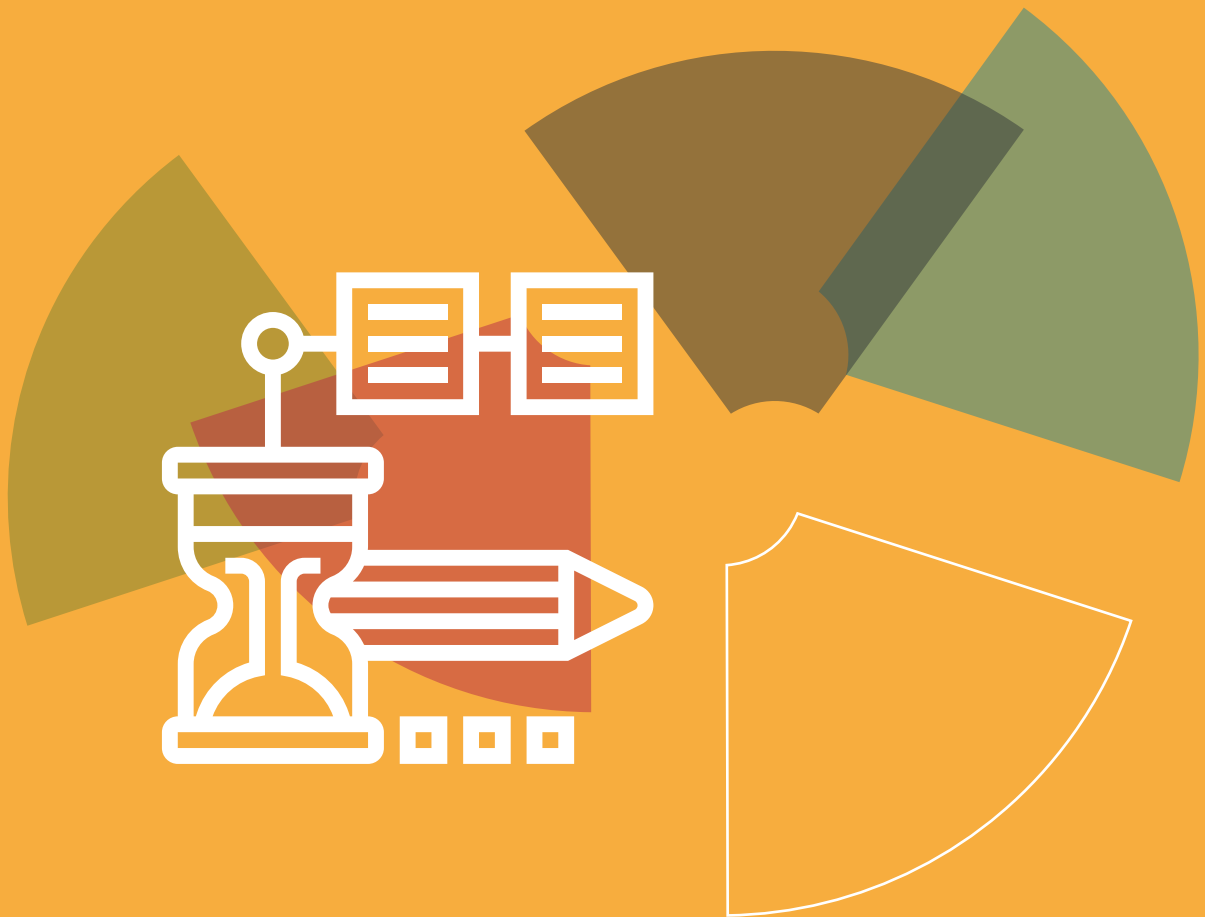




Presenting your Product Plan



Introduction

You've built your product plan; done the hard research, built a financial model, and you're ready to present. But all your hard work could be for nothing if you cannot get your message across. Your bright new product idea could fall at the first hurdle if the review team simply don't understand it or pay enough attention because of how you present.

Being able to present with clarity and conviction is a critical skill. A skill worth working on to truly do justice to the hard effort in building your product plan.

Presenting your product plan

Start with structure

The foundation to a great product plan presentation is structure; your audience want to know some basics. Think about it from their perspective:

- Why am I here?
- How long will I be here?
- What decisions will I need to make?

So tell them!

We can think of that basic structure as a template we use at the start of any presentation. For example:

“The purpose of this presentation is to discuss a new Product Plan.

We need 15 minutes of your time

We’re looking for you to get on board and help us”.

Deliver this well and you’re heading in the right direction.



Presenting your product plan

Pick your talking points

The next major hurdle is the content – what do you want to talk to the team about? We often have complex product ideas to discuss and can quickly get lost as we try and explain them.

So, here's a simple tip. Pick the three major points you want to talk about and focus on those. It will give your content some structure and direction.

For example, we might say “There's lots we can talk about around this new product today, but the three major points I want to focus on are:

- Revenue is forecast for \$10M by end of year
- New regulation presents a risk
- Two new features promise to lift us above the competition

So you've now let the team know why they're there, what you need them to decide, how long you'll present for and the major points you'll cover. We're under way, now let's think about the core of the presentation



Presenting your product plan

CORE CONTENT

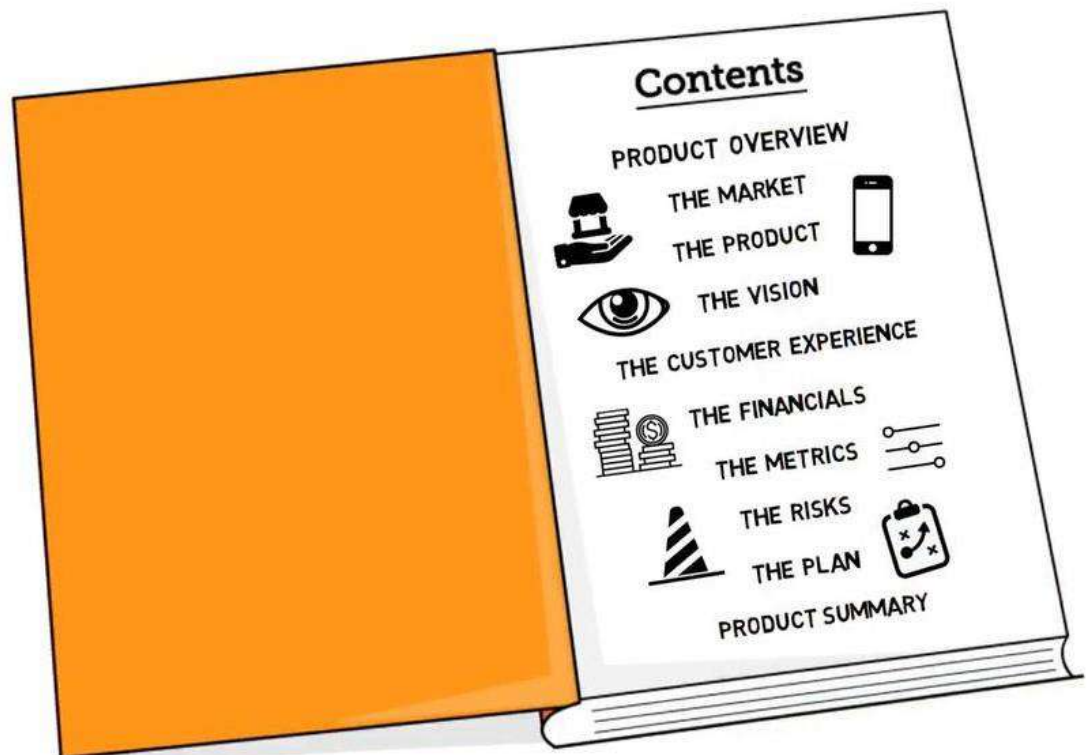
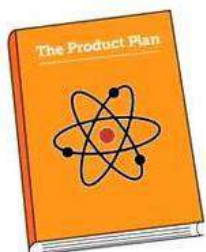
Product Managers often present complex content. Imagine presenting a Product Plan at a peer review with a 50 slide deck full of 10 point writing.

How do you think your audience would respond?

It's better to adopt a "less is more" approach. If we take the product plan example, a great way to present it is to build the content into an eight slide deck. Each slide has a heading (the section name) one image (a graph, or picture) and three bullet points. You can then present from it rather than read it.

You'll get questions as you go, some easy to handle others requiring more thought. For those questions, think of using a "parking lot" – a board where we write questions and comments we'll address after the meeting.

And one other tip – keep an eye on the time. You don't want to ruin your big finale because the clock beat you!



Presenting your product plan

THE CLOSE

And so we approach the end of the presentation. It's almost identical to the start – restate your major points, what you'd like the team to do next, and thank them for their time.

Nothing guarantees success but using this type of structure irons out a few bumps in the road.



Presenting your product plan

DELIVERY STYLE

But that's not quite the end. Before we finish let's think about three tips on delivery style.

- Bring your content to life. Make sure you don't just repeat dry facts and figures. Give insights and anecdotes: talk about customers you've met and the stories they told. Bring your content to life!
- Deliver with passion. The mood you take in front of the whiteboard infects the room. Be happy, front foot, positive, engaging. And watch the room join you

Banish those nerves. We're not all born presenters. For those that feel nervous there's no substitute for practice. Take every chance you can with friends, colleagues or family to present, rinse & repeat. In no time you'll lose those nerves



Get involved

We appreciate your feedback and thoughts. Join or start a discussion on market mapping. Share your examples, ask for feedback, let us know how it made a difference to your business.

More support

Want some more advice? Contact us on Expert@tarigo.co.uk and we'll be happy to help.