

# 14 Best Hints for Presenting to the C-Suite

Presented by LYNNE WELLISH, CMP CHSE CHO

1. Practice, practice; use video to practice.
2. Expect “Murphy” to arrive (Murphy’s Law).
  - ◆ Have handouts for when AV does not work or the power goes out
  - ◆ Expect the unexpected
3. Do your homework
  - ◆ Remember that they are just regular people too, so don’t be intimidated by them or their position, but do be respectful of their time.
4. Be yourself.
5. Don’t overload with too many facts and figures and charts.
6. Don’t wear anything new—no new shoes, pants.
7. Dress like part of the C-Level—up your game; see Pinterest for ideas.
8. Get guidance on how your C-Suite likes to receive information (PowerPoint, Prezi, video conference, paper, etc.).
9. Know the business model of your company or client.
10. Create and present an agenda or short list of bullet points.
11. Hire a coach or find a mentor in your organization.
12. Understand that what you think is important is likely not what concerns the boss—find out what does!
  - ◆ Hint: stock prices and stockholder impressions, or EBIDTA earnings before interest, tax, depreciation and amortization.
13. Consider what’s in it for C-Suite—do your homework about the “audience.”
14. Big picture for presentation, but keep your detail and other backup with you (on-hand) for quick reference.
  - ◆ Sometimes they ask the most peculiar detailed questions and you may need that reference—keep your response brief.