



tipsheet

March 2007

Presenting As a Team

For many of us, presenting to a group can be a difficult and anxiety-ridden exercise. Presenting as a team, however, brings a different set of opportunities and challenges. We've listed suggestions to ensure a smooth and polished team presentation below.

1. **Start off strong.**

When presenting with a team of people, you can begin by introducing each member of the team. This strategy reflects the value each member brings to the team and conveys that the group is well-prepared.

2. **Ensure smooth transitions.**

Clearly identify the person responsible for each part of the presentation. As you transition from one team member to another, make sure to state who is speaking next and what he or she will be discussing.

Example: "Now that I've told you about the financial gains we could make, I'll turn it over to Mark, who will walk us through the pros and cons of the company's management team."

3. **Use technology seamlessly.**

If you are using a remote control to transition PowerPoint slides, pass the remote from one team member to the next inconspicuously. Alternatively, assign one person the task of changing slides. Either approach will help ensure a smooth presentation.

4. **Identify team "experts."**

One of the benefits of presenting with a team is that different people can become "experts" regarding specific presentation topics. For example, one person can be well versed on the marketing strategy of a company, another on the financial analysis, and a third on corporate operations. That way, if audience members have questions, your group will always know who's best equipped to answer the question. This strategy can help your team look incredibly prepared and polished.

5. **Appear well-rehearsed.**

Finding the time to prepare is often the most challenging part of a team presentation. Make sure your team practices at least once prior to your presentation. Ideally, you should practice multiple times, but if you can practice only once, focus mainly on ensuring smooth transitions. From there, each team member should be responsible for rehearsing his or her part of the presentation.

6. **Check out your presentation space.**

If possible, inspect the presentation space. Knowing the layout can help your team determine where to stand, where to present, and what potential areas you'll need to avoid.

7. **Stay focused throughout the presentation.**

When you are talking, present front and center to the audience. When you pass the presentation on to the next person, do so smoothly, and stand still in the background (or sit, if chairs are available). You must, however, continue to remain engaged in the presentation—keep your eyes on the presenter and listen to what's being said.

8. **End with a bang.**

If your team plans to conduct a Q&A session at the end of the presentation, make sure to stand together—in a straight line—at the front of the presenting space. This arrangement will place your team in the best position to address questions and reinforce your group's preparedness and cohesion.

For indepth pointers on presenting as a team, we recommend:

Tisdale, J.J. (2005). Presenting as a team. *In Effective Business Presentations* (pp. 207-226). Upper Saddle River, NJ: Pearson Prentice Hall.

The Consultants in the Business Communication Center proudly bring these tips to you. From resumes and cover letters to presentations and PowerPoint slide design, the Business Communication Center can help you with all your communication needs. Stop by and visit us in McColl 3127, or visit our [Website](#) for more information.

Business Communication Center | McColl 3127 | ☎ 919.843.9843 | <http://public.kenan-flagler.unc.edu/buscommctr/>