Further readings and templates

# Chapter 10: Presentation skills

## Problem-solving presentations

### The 4 Ps of problem-solving presentations

When giving a presentation in business, the goal is often to give some ideas about solving a real business problem affecting the organisation. To that end, some recommend structuring the middle part of a presentation around 4 issues beginning with ‘P’, as follows:

### Position:

The current situation: what is going well? What is going less well? What is affecting the business generally?

### Problem:

What is going on? What is the problem? Where/when is the problem occurring? Where/when does the problem not occur? How large is the issue?

### Possibilities:

How might this problem be solved? What actions might be taken? What are the implications of each idea? What resources are available?

### Proposal:

Based on the advantages and disadvantages, what would you recommend? How specifically would this solve the issue? What timescale would you recommend?

Presentations based around ‘problem-based case studies’ often need to follow this kind of a structure.