

Top Hint

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Preparation and Expectations of Presentations

What do you look for from a candidate that you cannot gain from an interview but can gain from a presentation? They'll be a few overlaps but fundamentally their job is likely to require them to present internally or externally – which could be critical to making sales. You would expect the candidate to do most of the work in preparing for a presentation however you should give them a brief to include

- Topic. Give one or two key areas you'd like the candidate to present
- Audience. Give the candidate a list of who will be sitting in on the presentation
- Time. Give them a time limit for the presentation
- Examples. Make clear that you'd expect specific working examples

You can give further direction and details if you desire. However, this is a test and you should expect the candidate to do most of the preparation!

What should you expect from a candidate? Here are a few hints and tips that will help raise a few questions as to what you should look for. Make a spreadsheet or list before hand so you can make notes during the presentation

- ✓ Opening. The right opening is crucial to the success of a presentation. The candidate should introduce them self and outline what they are going to present and in what format
- ✓ Timing and Structure. Having read the brief the candidate should deliver the presentation within the time limit
- ✓ Delivery. How vocal is the candidate? The audience should be able to hear the candidate clearly and understand the presentation. They should project their voice clearly and confidentially
- ✓ Interest. Even boring subjects should be made interesting. It's a test of a candidates ability to keep an audience attentive

- ✓ Relevance. Has the candidate stuck to the brief? Or are they off on a tangent that has no relevance?
- ✓ Variety of content. To keep the audience interested you'd expect some variety in the presentation
- ✓ Activities. Not always but sometimes you'd expect some activity participation to help describe or make a point
- ✓ Props. How creative has the candidate been in using props to explain a point? Have they been proactive? Did they ask for certain props beforehand?
- ✓ Examples. Real examples should be given from previous jobs and experiences so you can see how the candidate will be relevant to your job position
- ✓ Summarising. A summary of what has already been presented should refresh the audience before closing off
- ✓ Closing. After the presentation the candidate should take control and make very clear that they have finished
- ✓ Questions to the floor. Normally, you'd expect the candidate to make clear at the beginning of the presentation that questions should wait to the end. Here they can put questions to the floor. The time taken to answer questions would not be included in the time you asked for the presentation
- ✓ Selling. Finally, ask yourself, has this candidate been convincing and really sold them self? Any doubts should be raised at this stage to give the candidate an opportunity to defend their application

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