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Persuasive Presentations. The point of a presentation is to persuade people to adopt your ideas. You may think that a strong argument and undeniable facts will do the convincing for you, but by some glitch in the human mind, facts alone fail to persuade. In this guide, presentation guru, Nancy Duarte, covers the spectrum of skills you need to persuade people to act on your ideas.

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The HBR Guide to Persuasive Presentations provides practical tips from an experienced presenter. Having done many presentations myself, I'd learned some of these tips the hard way, like the importance of practicing, testing your presentation out on other people, and the importance of making your slides look good.

HBR Guide to Persuasive Presentations by Nancy Duarte

Duarte is an icon in the public speaking arena and The HBR Guide to Persuasive Presentations is my favorite of her award-winning books. I found it to be an easy read, chock full of useful tips to boost confidence, and tools to engage your audience, sell your ideas, and inspire action.

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