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August 9, 2016 by Harvard Business Review (Author), Nancy Duarte (Author), Liisa
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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

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Duarte, N. (2012). HBR guide to persuasive presentations. Harvard Business School Publishing Corporation. Duarte's guide to persuasive presentations provides many tips and guidelines for delivering presentations that will persuade and engage your

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audience as well as inspire them to action. The guide covers multiple areas of focus for presenting, from the audience to the messaging and story as well as the media/slides and delivery.

HBR guide to persuasive presentations. — Kendra Fluegeman
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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

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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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