

How to Present an Oral Management Report

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In an October 2003 ELMAR message, I presented a research-based "Checklist for Writing Management Reports." This attracted much interest and it is now #3 on Google for "Writing Management Reports." I have completed a companion "Checklist for Making Oral Presentations" that can be found at <http://www.jscottarmstrong.com> (see Educational Materials/Management Reports). If anything is incorrect, missing, or obscure, please send suggestions.

While most of these guidelines seem obvious, they are often ignored. Some guidelines were surprising – those relating to color, humor, repetition, and indirect conclusions, for example.

I provide the checklist to students well before their presentations are due. (Students who have used earlier versions of this checklist gave much better presentations than those who did not use them.) In addition, I also asked a few other students to use the checklist during a presentation and then provide their ratings to the presenters.