

8 Tips to Nail Your Next HR Presentation

How to give a killer presentation that showcases your people data and drives business performance.

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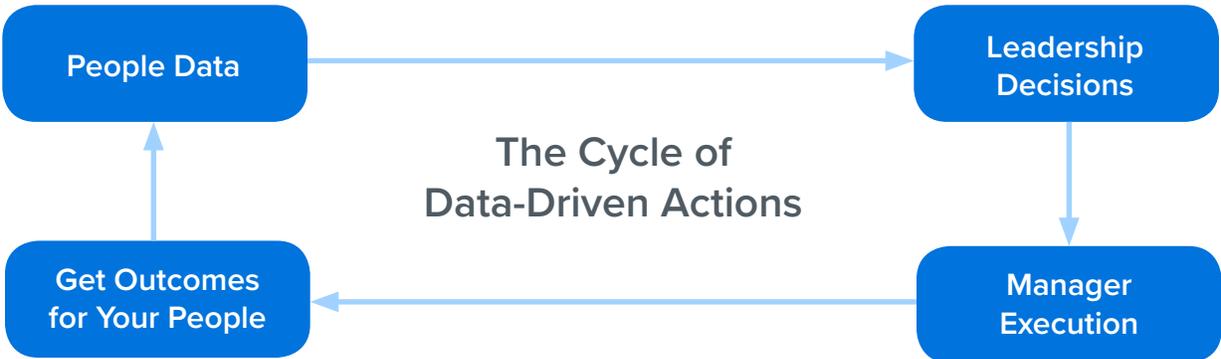
INTRODUCTION

The best HR leaders are storytellers. Whether you’re focused on bringing in or retaining talent, you need to be able to tell a compelling, powerful message to your audience. For a department that has traditionally dealt in abstract or less tangible issues, like employee sentiment and engagement, the emotional part of storytelling has always come naturally.

But it takes more than emotion to win over an audience. That’s doubly true for one as discerning and metrics-focused as the boardroom. Anecdotal evidence and personal stories have their place—but it takes cold hard numbers to really get your point across.

The good news? It’s never been easier to give a metrics-driven HR presentation and earn that elusive executive “yes.” New technologies and new ways of thinking about a [century-old profession](#) have made it possible to quantify and measure things once thought immeasurable, including [quality of hire](#) and employee engagement.

To give a great HR presentation today, it takes a little artistry and a whole lot of data savvy. From choosing which data to present to crafting a compelling narrative that inspires action, here are some tips to help you give an HR data presentation deserving of a standing ovation.



What Makes a Great Presentation?

WHAT MAKES A GREAT PRESENTATION?

Having flashy charts or a beautifully designed deck will only get you so far. Every great presentation needs a clear argument, relevant data, and a captivating speaker to grab the audience's attention and drive your point home. You want your audience to understand the implications of the problem at hand and feel inspired to drive change.

View your senior business leaders as an extension of your HR team. They help enforce your initiatives and ensure their respective teams drive results. That's why getting their buy-in is important for driving your initiatives and impacting overall business results. Getting that buy-in starts with refining your pitch. Here's how to develop a presentation that will impress all of your senior leaders:

Identify a Problem

Whether your executive team asked you to present on a specific aspect of the organization or you chose the topic to discuss, first things first: You have to identify the problem you're trying to solve. It may be helpful to formulate a question to guide your presentation. For example, if your executive team wants you to look into an increase in employee departures, you might ask yourself, "Why are we seeing an increase in turnover?"

Once you identify the question you're trying to answer and start looking into your people data, other questions will arise. "What could we do to keep employees around?" "When did the departures start?" and "Are these departures in response to a particular organizational change?" are just a few additional questions you'll want to address with your analysis. The main question you're trying to answer will be the north star for your entire presentation—every slide should tie back to it directly and your recommendations should all address how to improve your business.

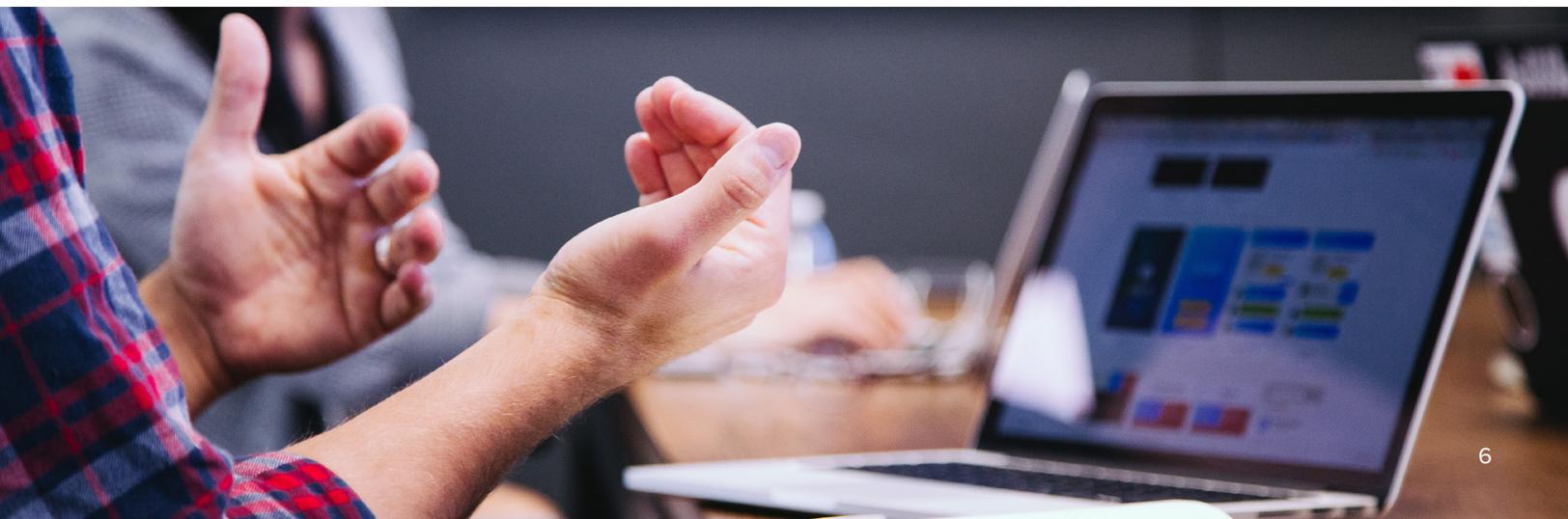
WHAT MAKES A GREAT PRESENTATION?

Analyze Your Data

Now that you've identified a problem at your organization, what's next? That depends on the question you're trying to answer and what you want to show. Here are a few common areas you might be investigating along with the key HR and business metrics you'll want to be sure to cover in your presentation.

Area	Key HR Metrics	Key Business Metrics
Human Capital	<ul style="list-style-type: none">• Headcount• Turnover• Diversity• Retention	Headcount and hiring costs
Talent Strategy	<ul style="list-style-type: none">• Performance• Learning• Compensation	Revenue per employee
Culture and Purpose	<ul style="list-style-type: none">• Engagement• Internal Mobility• Inbound Recruiting Funnel	Reduced costs and increased revenue

Remember, your executives are responsible for driving bottom-line business results. Always tie your findings back to business performance, so they know if your organization is trending ahead of, behind, or on target with overall business goals.



WHAT MAKES A GREAT PRESENTATION?

Get Context

In order for data to have meaning, you need context. Luckily for you, getting historical data couldn't be any easier thanks to HR technology. [Human resources information systems](#), like [Namely](#), store all of your business and people data so you can easily compare data across different time periods. Namely's new [analytics dashboards](#) let you see and filter high-level metrics instantly—It's like having an entire team of data scientists at your disposal, even if you're just an [HR team of one](#).

Comparing your company to itself doesn't always give you the full picture. It's also important to know how you stack up to your competition. Namely's new [quarterly benchmarking reports](#) give you access to data from companies just like yours. With 24 data sets organized by industry and company size, you'll be able to see exactly how your company compares to your peers. Comparative data allows you to gain deeper insight into employee turnover, internal mobility, diversity and more. These reports not only add context to your presentations, but they also help you identify areas where you're either ahead or behind the competition.



WHAT MAKES A GREAT PRESENTATION?

Decide What to Share

For the sake of time—and your executives’ sanity—you can’t include all of your research and analysis in your final deck. Sit down and decide what information absolutely must be included to help your team understand the current state of your organization and why your suggestions have the company’s best interests in mind. Don’t worry—all your additional research won’t go to waste. You can reference it throughout your presentation, include it in a supplemental handout, or let it shine through during your Q&A.

Brainstorm Solutions

Now that you’ve demonstrated your subject matter expertise, it’s time to provide some expert advice to your executive team. Using your data, come up with a few recommended practices, improvements, or changes for them to consider. Be sure to specify why you recommend these improvements and what impact they’ll have on business performance. Once you’ve finalized your talking points, you’re finally ready to create a stellar presentation!



8 Tips for a Killer Presentation

8 TIPS FOR A KILLER PRESENTATION

Once you know what you want to say, it's time to focus on how to present your findings. When it comes to giving a killer presentation, a few things go without saying: speak slowly, make eye contact, and be confident. But there are also less intuitive things to keep in mind while delivering a presentation to your C-suite.

Here's how to give a presentation that gets your message across and catches your executives' attention right from the get-go.

1. Keep It Brief

Time is money for your executives. Be mindful of their time and aim to keep your presentation to 10 slides or less. That should be more than enough space to present your problem, relevant data, and proposed solutions. A shorter presentation will also help keep your audience engaged with your content and concentrated on the task at hand. Give a solution to your problem without getting lost in the details.

2. Lead With a Summary Slide

Your executive summary slide should be the meat of your presentation. It should sum up everything you'll cover in three to five bullet points. This will set the tone for your presentation and let your audience wrap their head around what you're about to say. That doesn't mean you should cram everything you're about to say onto one slide. Your executive summary should be a high-level, simple answer to the question you posed at the beginning of your process.

3. Know Your Audience

Put yourself in your audience's shoes. This will help you tailor your presentation to their specific interests, preferences, and goals. To help jumpstart your brainstorm, ask yourself the following questions:

- Who will be at the meeting?
- What do they care about?
- What context do they already have? What do they need to know?
- What questions will they have?

Answering these questions will help you get ahead of any questions and concerns your audience might have, so you can come prepared for anything. It can also help you anticipate certain areas of the presentation you'll need to spend more time on.

4. Use the Right Tone

Set the tone for your presentation by focusing on your delivery and approach. **Be dispassionate about the facts and passionate about the actions you recommend the business should take.** This way, you're presenting an unbiased version of the facts and figures, but can use your expertise and business knowledge to recommend initiatives and strategies.



5. Know How to Present Your Data

Slide after slide of charts and graphs can get stale and confusing. To keep your audience's eyes from glazing over, be sure you know how to present your data in a clear, easy-to-follow way. Here are some pointers for presenting engaging data:

Explain Your Data

Briefly walk your execs through how they should interpret a data chart or table so you're all on the same page.

Share Key Takeaways

Call out any key data points or noteworthy observations and discuss any trends or historical context that will help them interpret the data.

Tie It Back to Reality

Be sure to share what this data means for your organization. Highlight any organizational changes or initiatives that might be impacting these results.

Suggest an Action

So, what next? Break down how your business leaders should act per these findings. For example, if your company's turnover rate is rising, you would urge your organization's need to start investing in programs to improve employee retention, like learning and development, mentorship, and employee engagement programs.



6. Save Time for Questions

Presentations should never be one-sided. Be sure to leave enough time for your executives to ask questions and share comments. The more interaction, the better. It shows your audience was actively listening and can help raise any issues or implications you might not have previously considered. You want everyone to feel they have a voice and played a role in rolling out initiatives to the company.

7. Anticipate Follow-Up Questions

While your slides won't contain all of your research and data, try to be familiar with the other data you pulled so you can reference it as questions arise. You'll be ready to answer whatever questions your executives fire your way.

If you really want to go the extra mile, come prepared with handouts that include the data that didn't make it into your final presentation. Your executives can then dive deeper into an area that interests them and you can hopefully nip some questions in the bud. Plus, it'll further establish you as a subject matter expert and showcase your preparation.

8. Don't Be Afraid to Say 'I Don't Know'

It's impossible to know everything. Never be afraid to say "I don't know" if you don't have all the answers. Rather than make something up or misremember a figure, tell your audience you will find the answer to their questions after the meeting and will follow up with your findings via email or in person.

Conclusion

CONCLUSION

Data carries an incredible amount of weight in any organization, especially when it comes to influencing C-level executives. Do you have easy access to the metrics that make a difference in the boardroom?

That's where HR technology comes in. With all your HR data stored in one place, it's easier than ever to draw actionable insights that shape your current and future HR initiatives. Plus, it makes putting together a compelling HR presentation a breeze! Thanks to features like [analytics dashboards](#) and [benchmarking reports](#), even an HR “team of one” can feel like they have an entire data team supporting them.

Now that you're an HR data and presentation pro, there's nothing left but to start building your next killer presentation. *Best of luck!*



ABOUT NAMELY



[Nately](#) is the first HR platform that employees actually love to use. Nately's award-winning, powerful, easy-to-use technology allows companies to handle all of their HR, payroll, time management, and benefits in one place. Coupled with dedicated account support, every Nately client gets the software and service they need to deliver great HR and a strong, engaged company culture. Nately is used by over 1,000 clients with over 175,000 employees globally.

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