



Webinar

Presenting to boards

With Julie Garland McLellan



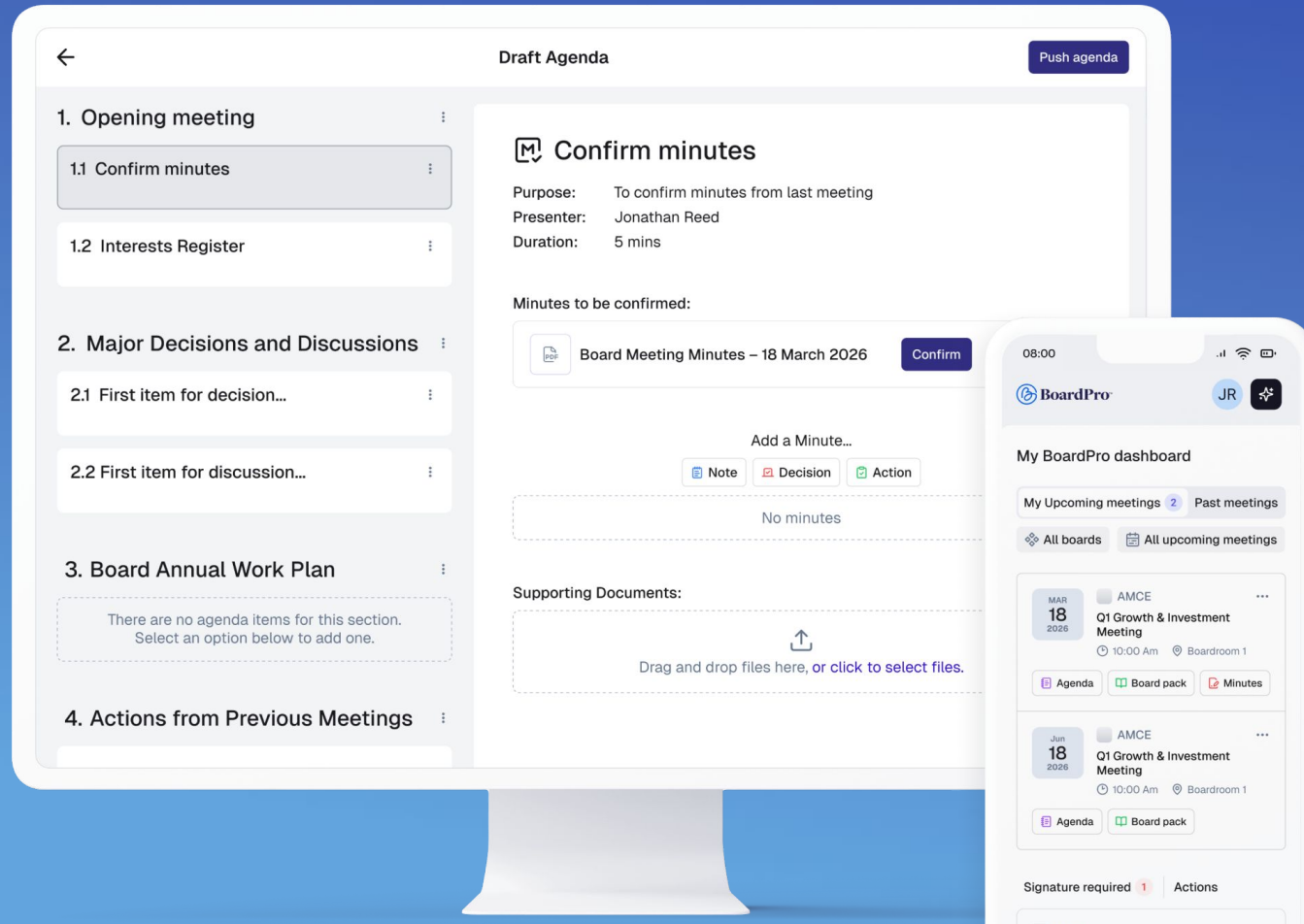


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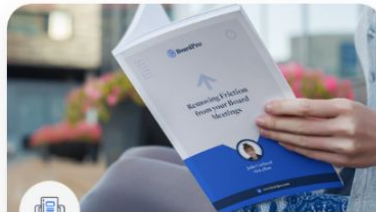
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Content type ▾

Topic ▾

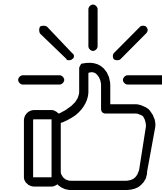
Persona ▾

Search





Slides, webinar video, and transcript will be sent to you. Sit back, relax and enjoy the conversation





**Julie Garland
McLellan**

Managing Director
Directors Dilemma



Steven Bowman

Managing Director
Conscious Governance



**Megan Motto
OAM**

Founder/CEO
Motto Advisory



How does it help them:

- Discharge their duty
- Achieve the vision
- Deliver the mission
- Avoid or mitigate risk



WIIFM

What the board get from your presentation





The 4 Mat Format



01

What is in it for the board?

02

What are the facts? What are the 'alternative facts'?

03

What is the future / next steps / plan?

04

What else / what could go wrong?

05

Close / Call to action if appropriate



Persuasive Presentation

01

Title slide

WIIFM, resolution
or insights sought

02

Key data to discuss

3 slides max

03

Return to resolution, or
Request strategic
insights



Facilitating Discussion

01

Silence

02

Active listening (nod, watch, smile)

03

Lean out

04

Head tilt?

05

Open body language





Building Rapport

Warmth:

- Eye contact
- Smile
- Breath
- Greet
- Thank





Effective online presence

01

Good lighting

02

Body positioned square to camera

03

Head in top third of screen

04

Look at camera (not yourself or them)

05

Keep an eye on the chat





Death by PowerPoint



Effective presentation skills are essential for senior executives in the boardroom. At this level, presentations are less about information delivery and more about influencing strategic decisions, building trust, and demonstrating leadership. Executives must therefore combine clarity, brevity, credibility, and emotional intelligence to ensure their message is understood, interrogated constructively, and acted upon.

Preparation begins with audience analysis. Board members bring diverse expertise, priorities, and information preferences. Senior executives should tailor content to the board's strategic concerns—risk, long-term value, regulatory environment, and stakeholder implications—rather than operational minutiae. Anticipating likely questions and areas of skepticism allows presenters to frame evidence and to prepare concise, defensible answers that respect the board's time.

Structure matters. A clear opening that states the recommendation or decision required sets the tone and reduces cognitive load. Follow with a succinct rationale: the facts, the strategic implications, and the main options considered. Conclude with the actionable ask—what decision, endorsement, or direction is sought—and, where appropriate, a clear timeline and next steps. Use a logical flow: context, analysis, recommendation, and implications. This helps board members process the material rapidly and focus their deliberations.

Data should be relevant and rigorous. Senior executives must present metrics that directly support the recommendation, with clear sourcing and an honest appraisal of assumptions and limitations. Visuals—charts, concise tables, and one-slide summaries—should emphasize patterns and trade-offs rather than raw detail. Overly complex slides or dense tables should be avoided; supplementary annexes can be provided for directors who wish to dive deeper.

Delivery is equally important. Senior executives should practice succinct, confident speech and measured pacing. Opening with the ask in plain language earns attention; elaboration should be controlled and purposeful. Non-verbal cues—eye contact, posture, and a calm tone—reinforce confidence. When using slides, the presenter should avoid reading verbatim; slides are prompts, not scripts. Pausing after key points invites reflection and questions.

Handling questions is a boardroom-critical skill. Executives should listen actively, clarify the question, and answer directly before elaborating. If a question exposes a knowledge gap, acknowledge it honestly and commit to follow up with specific data or analysis and a timeline. This honesty builds credibility more than evasive or overly technical responses. When faced with challenging or confrontational questions, maintain composure, restate the concern, and address it with evidence and respect.

Managing time demonstrates respect for directors' schedules and priorities. Senior executives should agree the time allocation with the chair in advance and signal when they are moving from high-level points to detailed discussion. This discipline ensures strategic debate gets the attention it needs and prevents sessions being consumed by operational minutiae.

Finally, follow-up cements impact. Provide concise minutes of key decisions, agreed actions, and deadlines. Share any promised additional materials promptly. Reflecting on what worked and what didn't—through informal feedback from the chair or board members—enables continuous improvement.

In sum, boardroom presentation excellence for senior executives combines strategic focus, structured content, rigorous evidence, polished delivery, and respectful interaction. Executives who master these elements increase the likelihood their recommendations will be understood, debated constructively, and endorsed, thereby advancing organizational outcomes and strengthening board confidence.



Don't worry what they **think** about
your presentation
It won't be what you think it is!





Managing Objections

- RASA – receive, appreciate, summarise, answer
- Name any elephants in the room
- Yes, And
- Yes but, Countered





Follow up

- Summarise agreement or decisions for the minutes
- Agree next steps
- Identify any deliverables (parking lot)
- Leave them with reasons to come back to you

→ A 'Thank you' never does any harm!





Over to You For Questions?





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