



*The Art of Presenting.*  
*An Informative Series*

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*Sally Hogshead* – Speaker, Author and Creative Consultant

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*Sally Hogshead is a speaker and consultant for companies wanting to identify and maximize their ultimate competitive advantage. Her career began in advertising and by her second year, Sally had won more awards than any other copywriter in the country. In her third year she judged the top national shows. In her fourth year, at age 27, she co-founded the celebrated boutique agency, Robaire & Hogshead. In 2001, Sally founded the West Coast office of Crispin Porter + Bogusky, three time winner of the Agency of the Year. She is so well respected that in Adweek magazine, passionate work was once called “worthy of Hogshead-ian pursuit.” But be very careful when you pick up her book, ‘Radical Careering.’ You may find yourself quitting your job, starting a new career, or something else equally daring. I know from personal experience how inspiring the book, and she can be.*

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### 1. *How do you prepare for a presentation?*

Presenting is ultra-crucial for selling work, so I very carefully think through the logic and strategy behind my work. I absolutely cannot overemphasize how important that is. I consider all aspects of my client needs, concerns, insecurities, politics, and biases that I’ll have to overcome in order to earn their consideration. I think through the weak spots in my ideas, and have a “Plan B” ready if my work isn’t approved. I decide what elements of my work I’m willing to compromise, and what I’m not, so that I can pick my battles. The goal is that even if my ideas aren’t approved, my client relationship is intact. A great presentation will give the client all the tools he or she needs to then turn around and sell the ideas internally. Your idea can’t live in a vacuum.

### 2. *Describe your overall presentation style.*

I’m pretty expressive and passionate. But that’s me. Each person’s presentation style is different. Other people present with quiet intensity or dry wit. The point is to find your own style and then become as proficient as possible in that.

### 3. *Do you still get nervous during presentations?*

Rarely. As a motivational speaker, I train each month with a speaking coach in Boston, which definitely helps. But more than anything, enduring a lot of bad presentations also helps you know that you’ll get out of it alive.

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**4. *How do you deal with a limited or set presentation time?***

Focus on the client's critical issues, then inject as much strategy and dedication as possible.

**5. *What's the biggest mistake you've made during a presentation?***

Holy cow, where to begin? I'd say, forgetting the portfolio for a client pitch ranks right up there. Um, yeah.

**6. *How do you know when a presentation is going south – and what do you do?***

You have two choices. Either you ignore the obvious and keep pushing forward, or you acknowledge the situation and say with brutal honesty, "Wow, we're really tanking. How about we talk about what's up, then come back as soon as possible with a new solution?"

**7. *What's the best advice you can give creatives to help them present better?***

Spend half as much time preparing the "sell" as you do in preparing the work.

**8. *How important are presentation skills for an artist/creative?***

More important than the work itself.

**9. *Anything else you'd like to say on this topic?***

If you truly love what you're presenting, the client is more likely to love it too. 