



Tips for Creating Great Presentations

Here is a brief checklist for crafting great presentations and moving audiences to action.

To learn more, register for [The Art of Communication and Persuasion](#) on Wednesday, July 11, 2018.

☐ Determine your Take-Home Message (THM): If your audience can only walk away with one main idea from your talk, what do you want them to do, think, or feel? Why? What's in it for them? (Try to write this in one sentence.)

<input type="checkbox"/> Analyze Your Audience <ul style="list-style-type: none"> • Who will be in the seats? • What else is on their minds? • What preconceived notions or biases do they bring into the room that you need to address? • Where? Are you familiar with the room and the technology? • Why are you speaking? What expertise do you bring to the table? • How are you addressing their learning styles – visual, auditory, kinesthetic (active learners)? • How do they like to receive and process information? 	<input type="checkbox"/> Identify a S.P.A.R.Q. – How will you get people's attention right from the start? Choose one of the following: <ul style="list-style-type: none"> • Surprising Statistic • Picture or video • Anecdote/story • Real-Life Example • Question • Quote <input type="checkbox"/> Preparing for Objections/Q&A <ul style="list-style-type: none"> ▪ Think about the kinds of objections/questions your people are likely to ask. Prepare accordingly. • Which of these objections do you need to answer proactively? • Which can be “wait and see?”
<input type="checkbox"/> Outline Your Presentation <ul style="list-style-type: none"> • Opening <ul style="list-style-type: none"> ○ Open with a SPARQ ○ Take Home Message (THM) ○ Set expectations • Rationale <ul style="list-style-type: none"> ○ Make the points that support your THM ○ Three points is ideal – but you can make more if needed ○ Offer Q&A after each main point • Conclusion <ul style="list-style-type: none"> ○ Summarize main points ○ Solicit final Q&A ○ <i>Then</i>, deliver your Call-To-Action (put your THM into action-oriented words) 	<input type="checkbox"/> Handouts <ul style="list-style-type: none"> • What's your handout strategy? • How does your handout compliment your PowerPoint slides? • Will you distribute handouts at the beginning or end of your presentation? <input type="checkbox"/> Practice and Rehearsal <ul style="list-style-type: none"> • Strive to practice your talk out loud at least once. • If you're pressed for time, practice these elements in order: <ol style="list-style-type: none"> 1. SPARQ/introduction 2. Call-To-Action (closing words) 3. Transitions 4. Larger chunks of your presentation



- Visual Aids - create/gather your visuals (**after** your presentation is written)
 - Think multi-media: consider the full range of media options – flip charts, props, demonstrations and, of course, PowerPoint
 - Create good PowerPoint slides:
 - Less is more. Have fewer words on each slide but use more slides. Constantly keep your audience visually stimulated.
 - Every slide speaker-dependent. In other words,
 - One idea per slide. Too much information on a single slide is confusing and a confused mind always says “no.”
 - Highlight what’s important on each slide. Use **color**, **bold**, underline, arrows →, etc.
 - Think visually. Pictures trump words. Our brains are more like video cameras than word processors—so give your audience what they want.
 - Strive for slide variety. You want a nice mix of bullets, charts, and pictures.
 - Remember the 4x4 principle. Text slides should have no more than 4 bullets per slide and no more than 4 words per bullet.
- Follow-Up Strategy
 - What do you or your sponsoring organization need to do (if anything) AFTER your presentation to increase the chances that your Take-Home Message is acted upon? Will you provide job aids, checklists, articles, other resources, etc.?
 - Did you accomplish your goal(s)?
 - With whom do you need to follow up directly?
- Postmortem
 - Spend 3 minutes reviewing and examining your presentation. Write down
 - What did you do well?
 - What did not go so well?
 - What one thing do you want to do differently the next time?
 - How will your next presentation be better?
 - Be sure to review your postmortem as you plan your next presentation to remind yourself what you need to work on.

“Great speakers are made not born.” ~ Steve Hughes and a host of others