

Effective Presentations

Learning Goal: Prepare, design, and present presentations for effective communication.

Prepare



Audience

Know your audience. Without them there is no presentation.

Answer these questions:

- What does this group need and want to know?
- What do I want them to do?
- What is the big picture?
- What is my point & why does it matter?
- Regarding the audience, what is in it for me?

Craft your message into an elevator pitch.

"If there is one thing, I want my audience to know, it is _____."

Brainstorming

Go analog by using whiteboards and post-it notes.

1. There are no bad ideas, crazy ideas are encouraged.
2. Group and identify core themes, look to identify one key area that is central.
 - a. What is the "it" you want them to get?
3. Chunk similar ideas and look for a unifying theme.
4. Storyboard – organize your content and choose images that will exemplify your main point.



Design



Design Tips

Use images and as few as words as possible. Simplicity is powerful and leads to greater clarity. It's about making it easy for the audience.

- Signal-to-noise ratio: what signals learning/understanding and what is noise?
- Use bullet points sparingly and only after careful consideration.
- Pictures are remembered better than words.
- Visual imagery helps learning and increases retention.
- Slides should be like road signs or billboards.
- Quotes add credibility.
- Empty space/negative space helps text or graphic elements breathe.



Engagement

Chunk and chew. Present information and provide time for the audience to reflect or use the information for practice.

- Quizzes
- Word clouds
- Surveys
- Games

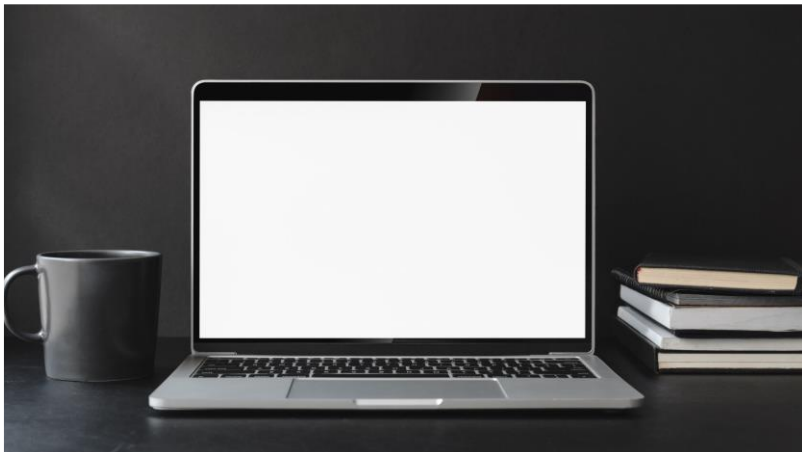
Delivery



Confidence

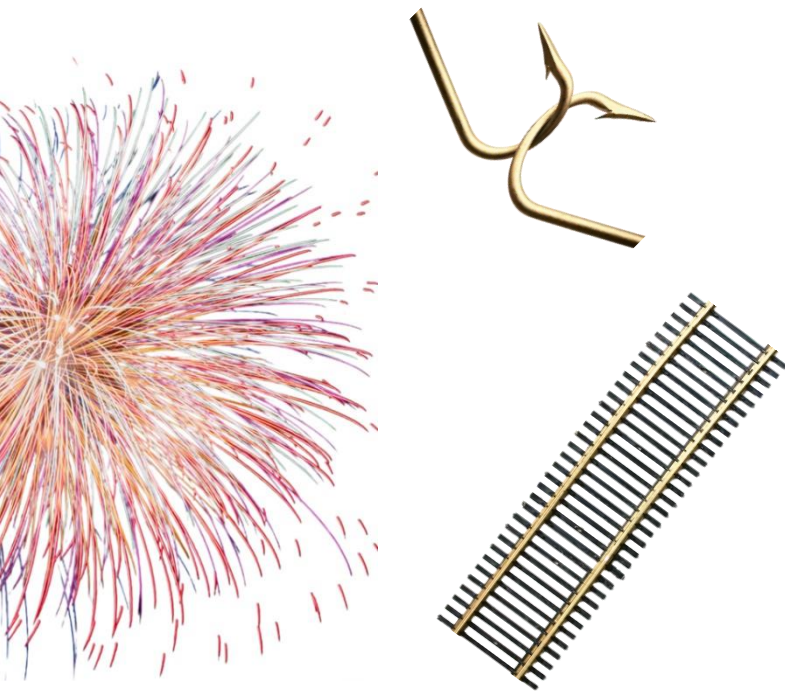
Reduce nervousness by:

- Breathing
- Walking
- Centering yourself
- Overpreparing
- Reconnaissance
- Practice like it's the real thing



Virtual Audience

- Keep a clean desktop
- Arrive early
- Have backup technology



Presentation Parts

Openings need an engagement piece to hook the audience and answer the question: “What’s in it for me?” Here are some things you can do.

- Tell a story
- Relate to the audience
- Enroll the audience
- Establish Credibility

Bodies of our presentations help keep our audience on track and helps enhance recall. We can accomplish this by:

- Foreshadowing
- Bridging the content
- Allow the audience some processing time.

Closings, like openings, should be as powerful and as magical as you can make them. Closings should:

- Leave the audience with a sense of accomplishment
- Have a call to action
- End earlier than the allotted time

Resources

