

Prepare – **Textbook Reference:** *Preparing Your Presentation*

Presentation Purpose

Identifying the objective of your presentation early in the preparation process will help to focus your presentation development (introduction, body points and closing) on applicable information that applies to why you are speaking in the first place. You should be able to identify in a single sentence specifically what your audience should *think, feel, or do* after your presentation.

Think What do I want the audience to understand, believe, or think about what I am proposing?

Feel How do I want the audience to feel about this information? Inspired? Worried? Confident?

Do What action do I want the audience to take as a result of the presentation?

Audience Analysis

One of the most important aspects of presenting is connecting with the audience. An analysis of your listeners helps determine how to relate your message to your audience. You need to understand how many will be attending, why they are attending, their experience level, and prior knowledge of your subject.

Status Who are they? What is their status? Is the audience composed of customers and prospects?

Commonalities Generally speaking, what commonalities can you identify among audience members? Demographics?

Expertise Are the audience members experts in your field? Or are they novices?

Interest Why did they come to hear you present? Are they stakeholders? Decision-makers? Influencers?

Concerns What do they want from you, your presentation, or your organization? What doubts and questions are they likely to have? Why?



Develop – **Textbook Reference:** *Developing Your Presentation*

Open with CABA

One proven method for starting your presentation effectively is incorporating the CABA method when you write the opening (Credibility, Attention, Body and Audience).

Close with MAS

A good closing incorporates MAS (Memorable, Action and Summarize). You want to tell the audience what you told them, challenge them or make a call for action and conclude with something memorable.

Supporting Materials for the Body

Support each of your key points with material such as Statistics, Analogies, Facts, Examples, and Stories.

Deliver – Textbook Reference: *Delivering Your Presentation***Handling Questions**

Prepare for the types of questions you expect to receive from the presentation by writing out responses for the questions most likely to be asked. You should plan on answering audience questions prior to your delivery of the final conclusion. Questions should never be addressed at the very end of a presentation because they will end haphazardly and possibly on a confrontational question. If there are no questions for you, have a question prepared to ask your audience. Utilizing a three step process for responding to questions can help the presenter maintain control and credibility as a speaker.

- 1) Acknowledge** Acknowledge the question from the audience member. The speaker can say, “Thank you for the question.” Avoid saying, “great question” every time because it appears as if you are grading the questions from the audience. Some may consider this “playing favorites.”
- 2) Repeat** In a larger audience, repeating the question for the benefit of all who could not hear is appropriate. In smaller groups and one-on-one situations, the speaker can repeat just to clarify the understanding of the question.
- 3) Respond** The third step is to provide the response to the question. Look first at the person who asked the question, then step back and answer the question by making eye contact with all of the audience as you finish the response to the question.

Visual Aids

Visual aids can enhance your presentation by making your ideas more understandable and more interesting, while adding to your overall credibility. Keep in mind that visual aids can include much more than just PowerPoint.

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| 6x6 | PowerPoint slides should be no more than 6 lines of text with 6 words per line. |
| “B” Button | The “B” Button will black out the slide show screen. |
| Clickers | Clickers should be hidden as much as possible with subtle movements when using. |
| T3 | Touch the visual, then Turn to the Audience, then Talk. |
| Stand Left | Stand to the left off the visual for ease of reading by the audience. |

Evaluate – Textbook Reference: *Evaluating Your Presentation*

When evaluating yourself or when asked to evaluate others, keep the following in mind when providing feedback:

- Evaluate the speaker, not the person. Evaluate the delivery, not the content.
- Always start by asking them to provide feedback on themselves.
- Provide positive feedback, then an area for improvement, and then close with more positive feedback.
- Feedback should be specific and descriptive rather than general and judgmental.