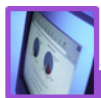# Presentation Skills
Preparation Worksheet

Message
- Audience Knowledge
- Story
- Brevity
- GE Branding

Presence
- Body Language
- Voice Control
- Confidence and Nerve Control

Audience Management
- Golden Minute
- Handling Questions and Objections
- Audience Check-ins

Setting
- Seated
- Standing
- Virtual

Understanding my Audience

- Who are they?
- What do they know?
- What information is important to THEM?
- What can I do for THEM?
- What do I want them to remember?

Summary of the audience:

_____

_____

_____

_____

_____

What are the benefits for my audience?

_____

_____

_____

What are my audience's priorities?

_____

_____

_____

_____

Telling my Story – the Introduction

- **What is the key challenge from my audience's viewpoint?**

What is my one clear objective for this presentation?

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_____

What is "the hook"?

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_____

What will I say during the first 60 seconds, my Golden Minute?

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Telling my Story – the Body

- **What actions play out against the challenge? What is the problem and the solution?**

What facts explain my topic?

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What supporting facts and data are needed?

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What are the key takeaways?

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_____

What are the solutions and benefits?

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_____

Telling my Story – the Conclusion

- **What is the call to action?**

What decision am I asking my audience to make?

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What are the next steps?

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_____

What main points do I want to summarize?

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_____

What are the implications for the future?

_____

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_____

What is my strong final statement?

_____

_____

_____

Handling Questions and Objections

- What things might generate lack of support for my presentation or cause my message to not be heard as intended?

What questions do I expect from my audience? Who will raise that question? Why?

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_____

_____

_____

How will I answer each question?

_____

_____

_____

_____

What objections do I expect from my audience? Who will raise that question? Why?

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_____

How will I respond to each objection?

_____

_____

_____

_____

Virtual Presentation Checklist

YES	NO	NA	
☐	☐	☐	Send PowerPoint slides, agenda and supporting materials in advance of meeting if appropriate
☐	☐	☐	Send meeting reminder, including contact information
☐	☐	☐	Arrange for and test conference line and/or WebEx
☐	☐	☐	Have a technology back up plan
☐	☐	☐	Be aware of time zones
☐	☐	☐	Use a private room and/or headphones
☐	☐	☐	Verify that participants can hear me clearly
☐	☐	☐	Ask participants to mute phones
☐	☐	☐	Use video and graphics only if needed
☐	☐	☐	Arrange for a scribe if appropriate
☐	☐	☐	Guide the audience to points on the slides
☐	☐	☐	State transitions between slides
☐	☐	☐	Repeat questions from the audience
☐	☐	☐	Poll the audience frequently
☐	☐	☐	End with Q&A