### **Presentation Checklist** Version 2.04, <http://go/presentationchecklist>

### **Plan: consider your audience and your goals (before you begin making slides)**

* Know your presentation objective.
  + What is the purpose of this presentation? To inform, convince, justify, or bring about a decision?
  + Why is this presentation important to you?
  + What actions or decisions do you expect afterwards?
* Know your audience.
  + Who are the decision makers, influencers, and stakeholders and what is their background and motivation?
  + Why does your presentation matter to them?
  + Do you expect any pre-conceived biases or opinions?

### **Outline: improve organization and save time (before you begin making slides)**

Create an outline starting with the [situation, complication, question, and answer](https://share.novartis.net/:p:/r/sites/cdssp/Biostats_PMX/PMX/_layouts/15/Doc.aspx?sourcedoc=%7BF09410EE-C79B-4854-8AB4-349A1B185443%7D&file=2016_09%20SoftSkills%20Bootcamp_final.pptx&action=edit&mobileredirect=true). Discuss with a colleague

* **Situation and Complication:** Statements of known facts from the audience's perspective; this defines common ground. The Situation should raise a Complicationthat presents an opportunity or a cause for concern
* **Question:** The natural question that arises in the audience's mind given the Situation/Complication.
* **Answer:** The answer to the question, forming the key message you want your audience to take away.
* **Supporting arguments:** This represents the bulk of the presentation, where you make your case.
  + Generally, it's good to come up with 3 supporting points and keep them concise and organized.
  + For scientific presentations, this can be a logical, evidence-based argument (e.g. Data, Methods, Results).
  + Try to use Mutually Exclusive and Collectively Exhaustive (MECE) organization principles.
  + Include only arguments that are critical to your case.
  + Address any assumptions, opinions, or implicit/explicit biases.
* **Risks and next steps:** What actions or decisions should happen next?

### **Create the presentation:**

* Start with an Overview slide with the Situation, Complication, Question and Answer (see above).
* In the title of each slide, put the slide’s key message. Avoid titles with no message (e.g. Data, Model, Results).
* [Keep it simple](https://share.novartis.net/:p:/r/sites/cdssp/Biostats_PMX/PMX/_layouts/15/Doc.aspx?sourcedoc=%7B69847795-0EE4-4CF3-89F3-24568208B2D6%7D&file=15_minutes_meeting_12_Jan_2018_Kostas_Biliouris.pptx&action=edit&mobileredirect=true). Ensure each slide conveys your key message as clearly and simply as possible.
* Graphics and font.
  + Follow [good graphics principles](http://go/graphcheatsheet).
  + Ensure all font is at least 14 point. This includes all font in the figures (e.g. x and y axis).
  + For long phrases, dark text on light backgrounds is easier to read than light text with dark background.

### **Rehearse and present:**

* Practice and improve your presentation skills.
  + Share your presentation with a colleague for feedback
  + Rehearse your presentation out loud (if possible with a colleague).
  + After presentation, ask for feedback, to help you to improve in the future
* Display a professional demeanor.
  + Know what slides comes next and don’t read directly from the slide.
  + Be audible throughout room.
  + No wild gestures.
* Respect your audience.
  + Start and stop on time.
  + Explain all charts, pausing to let audience absorb material.
  + Adapt language to your audience’s background.
  + Stop for clarifying questions but don’t digress to topics that you’ll address later.
  + Leave the audience feeling something meaningful was accomplished.

### **Contacts:** Andy Stein, Ivo Vranesic, Kostas Biliouris, Alison Margolskee © Novartis 2018