



## **1.0 Introduction**

Hi! Welcome to HP LIFE Lessons. My name is Kenya and I have worked as a community leader in the nonprofit sector for over 10 years. I have had the privilege of working with the next generation of entrepreneurs and it's in this role that I have learned how to support students to develop effective presentations, pitches, and business plans. In the following videos, I will be responding to some of the most frequently asked questions on what it takes to develop, practice for, and give an effective presentation.

### **1.1 How do I create an effective slide presentation?**

When creating an effective presentation, you should consider three things: audience, intention and pace. Understanding your audience will help determine how best to craft your message as you want to ensure what you share will be easily understood. Having a clear intention is vital. You should always consider these two things, what do you want your audience to know and quite frankly, why does it matter? Considering those two questions as preparation work, will support you as you think through pacing. The pace and structure of your presentation should feel as if you are telling a story, through words, images and even videos.

Each slide should be connected to your intention and structured in a way that deepens the audience's understanding behind your why. Lastly, what you share in your presentation should be succinct and include high level talking points.

### **1.2 What information in my presentation is most relevant to my audience?**

When thinking through the pace of your presentation, know that your intended audience wants to quickly understand your goals and objectives. Your audience will want to know why they are there, so make sure you tell them from the onset. Using this as a strategy will help your intended audience identify for themselves the role they can play in moving your intention into action.

Consider providing an outline or agenda that highlights the structure of your presentation. Clearly stated information around what you wish to solve, how you seek to get there and what resources are needed to meet your desired outcome can be helpful to include. Remember, you get to craft the story, so keep it relevant and engaging.



### **1.3 What are some best practices for public speaking?**

Let's first say that public speaking can be terrifying and fear at times can be crippling. With that said, what I highly recommend as a best practice is to take a moment to encourage yourself. Remind yourself that you've done the preparation work needed to speak about the things you care about. Trust and know that your voice deserves to be heard.

Another best practice is to carve out time to rehearse. You want to ensure that you are not reading directly from the slides and that you feel comfortable with your talking points. You should always prepare talking points and consider your intention, who is in the room and what are the top things you want the audience to understand about you and your message.

### **1.4 How do I discuss my goals and objectives in my presentation?**

Your goals and objectives should be included at the start of your presentation as they show your audience why what you are about to say is important. This allows them to quickly understand your intention while demonstrating what you are trying to achieve. In your slide deck, you'll want to ensure that your goals and objectives are written in bullet form, short and succinct.

### **1.5 What role does my target audience play in a presentation?**

It is so important for you to consider who you seek to influence with the information shared in your presentation. Understanding this will inform your style of writing and storytelling, and it will establish your pace and help you to design your presentation. Take time to brainstorm what the intended audience cares about and incorporate those points into your presentation.

### **1.6 What is so important about a call to action at the end of a presentation?**

The call to action is the moment that the audience has been waiting for – It describes what you need from them. Your call to action helps to galvanize people around your intention. You always want to have a slide that specifically maps out what you need or how the audience will use what they've learned in your presentation. When creating your call to action you must ask yourself: how can the audience take this information and use it? As you progress through your talking points, you are working to deepen the audience's understanding and investment in your message. Make your ask as you near the end of your presentation. Do it humbly but boldly. Trust that what you have to say has meaning and the right people will feel the same.



### **1.7 What's included in a business pitch presentation?**

When creating a business pitch presentation, there are some questions you will want to ask yourself. How will you communicate the need for funding? And how can you effectively walk potential funders through your business model and share your unique value proposition? You also want to ensure you include any consumer or market research, financials or any other relevant data, as funders want to feel confident that you've done your research. Remember, people invest in ideas and in other people – so make sure that you tell them who you are and why your business is important to you.

### **1.8 What is unique about an informative presentation?**

An informative presentation is designed to educate and provide instruction. Always start with your intention and think through how to inform and teach in an engaging way. Think through what is most relevant for your audience to know, why that information is important, and be prepared to describe any nuances you want your audience to consider. A great way of doing this is starting off your presentation with guiding questions and outlining what you want your audience to consider while listening to the presentation.

### **1.9 What is the importance of a decision-making presentation?**

The purpose of a decision-making presentation is to guide your audience towards a position where they can produce decisions based on what they've learned. When creating this kind of presentation, you should first outline the problem you want the audience to solve. Then walk them through any relevant information that will help inform their decision. This could include qualitative or quantitative data, strategies that were implemented in the past and any results based on that. And if you have any recommendations that you want the audience to consider, you should include those as well. Lastly, it will be helpful for you to conduct additional research on best practices for decision-making processes when planning your presentation.

### **2.0 What role does storytelling play when giving a presentation?**

In this series of video segments, I will discuss the importance of three best practices when it comes to storytelling. They are, understanding your audience, being authentic, and developing a story structure.



## **2.1 Understanding your audience.**

Before starting your presentation, pause and take some time to think through who you want to receive your message. Why should they care about what you have to say? And, how do you want them to get involved? Identifying and understanding who your target audience is, is just as important as the content you develop. When you understand who your target audience is, it informs your style of writing, imagery and any graphics you may include, and guides the overall strategy to move people towards taking action. Knowing your audience should always come first.

## **2.2 Being authentic.**

You always want to present as knowledgeable of the subjects you are speaking on. Naturally, people tend to be skeptical, especially when they are learning new information and definitely when they are being asked for funds or other resources. So anticipate that there will be members in the audience who are looking for a moment to doubt. This is why having clear intentions and objectives is so important, because once you feel connected to your own personal mission, that energy will help drive you forward while presenting. You will want to make sure that you are confident in what you are sharing, that you have taken the time to consider possible questions that your audience may ask and have thought through the best ways to respond. And lastly, always make sure that you are speaking from an honest place.

## **2.3 Developing a story structure.**

Think about your favorite book or movie and ask yourself: what made that storyline engaging? Really strong presentations speak to the impact in a way that humanizes the work. It provides a compelling argument and uses data, imagery, and videos to keep the attention of your target audience. When creating a story structure, you want to build on your goals and objectives. Use them as a guide to help inform your pace.