

that will work for you and help you reach your goal in all kinds of business encounters.

The good news is that there *are* some proven communication guidelines to help you make choices for better presentations. There *are* known ways in which people learn and absorb information, stay interested, and get persuaded. There are also some basic principles that govern what turns people off, what makes them resistant, and what confuses them.

GUIDELINES FOR DESIGNING PRESENTATIONS

What kind of presentation are you faced with?

- A speech to a peer group or to a first-time audience?
- A presentation of a report at a meeting?
- A one-on-one or one-on-several explanation of an idea?
- A sales pitch?
- A request made to the boss?
- A reprimand to an employee?

It's odd, but the same content design process applies to all of these "presentations."

There is a general structure and pattern people use when we think and listen. Your progression from topic to topic and how you build toward your final conclusion requires that you use these already existing, ingrained thinking and listening systems in order for your listeners to follow and understand you.

Let's find out what these learning/listening systems are.

How We Think

The human mind depends on order and logic to absorb data and formulate answers. It relies on previously programmed material to make sense of, and process, new information. Your brain cannot accept a message when it:

- Lacks enough or the right kind of information;
- Has no frame of reference;