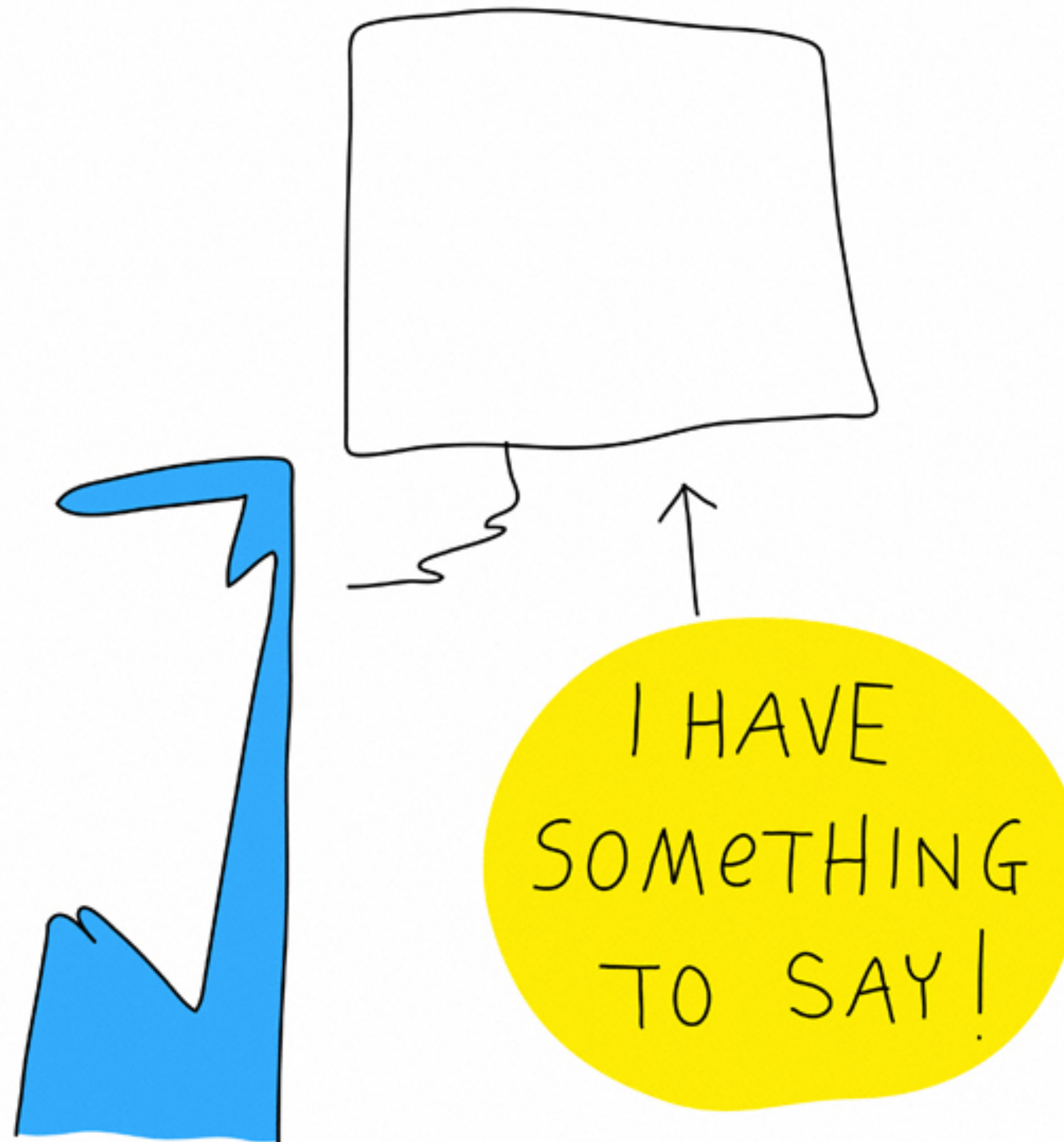


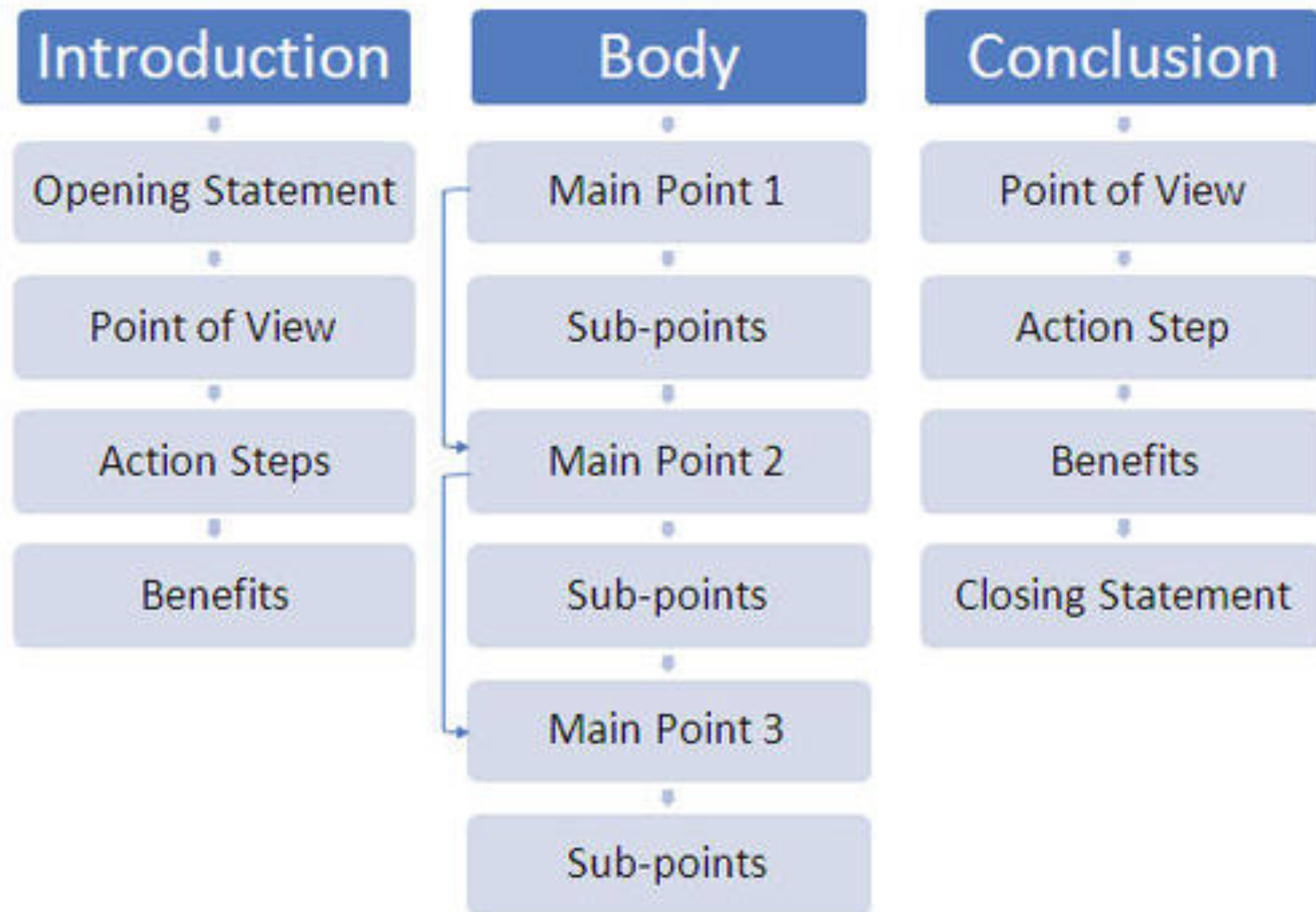
# Presenting Best Practices



# Preview

1. The importance of organization
2. The right kind of preparation
3. Tips & tricks for delivery

# Organization is key to a good presentation







Start with the end in mind.

Stephen R. Covey

**Create an outline**

# Student Activity

1. Finish this sentence: By the end of my presentation, the audience should know \_\_\_\_\_.
2. Write an outline for your presentation.

# How should to spend your preparation time?

25% of your time should be spent on slides.

75% of your time should be spent on practicing.

# Slides

1. Overall Organization
2. How to create individual slides



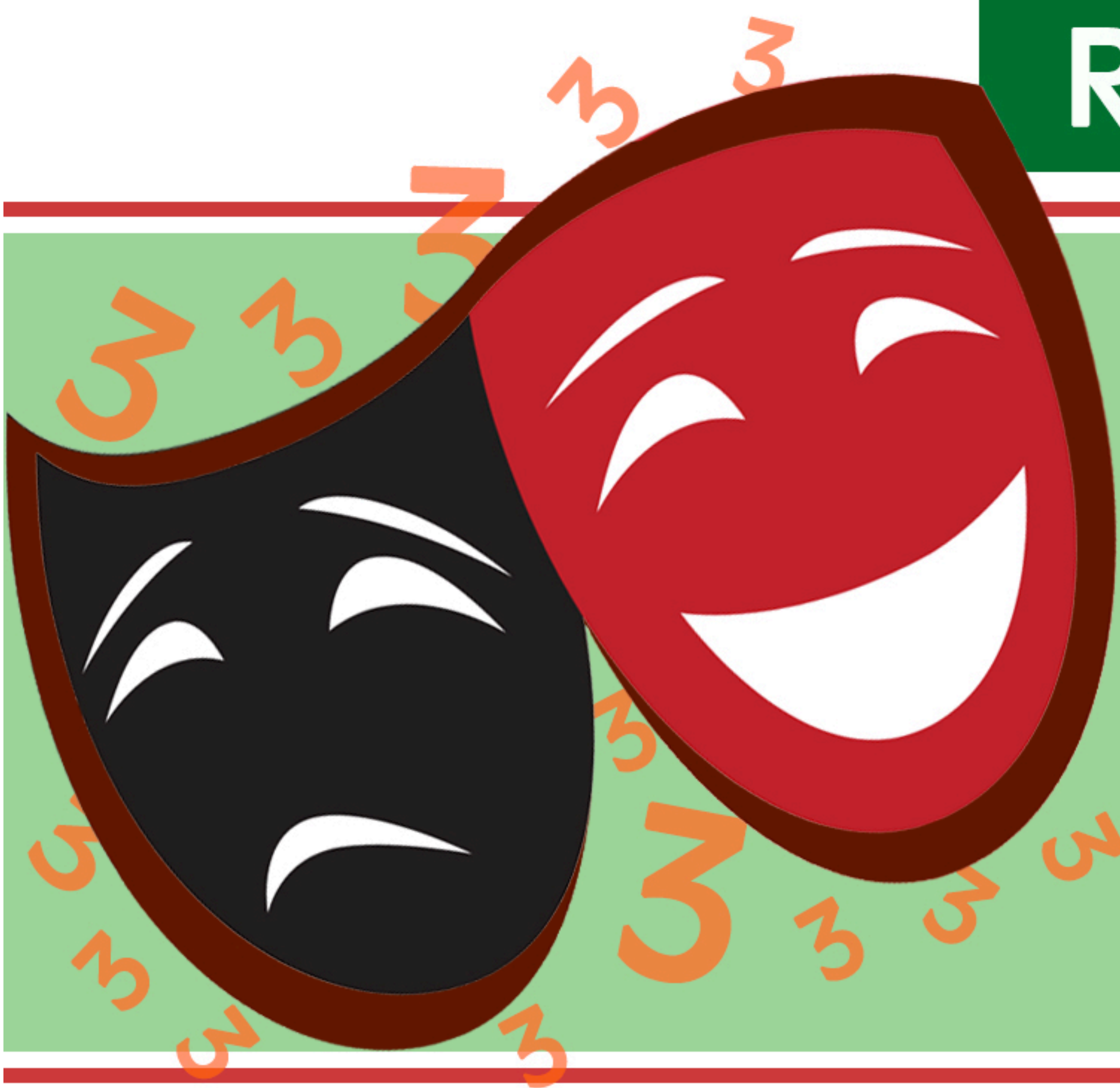
# Overall Slide Organization

1. Tell 'em what you're going to tell 'em
2. Then tell 'em
3. Last, tell 'em what you told 'em

# Story Frameworks

# Rule of 3...

...is repeating the same thing thrice, but adding a twist at the last instance.







I celebrated Thanksgiving in an old-fashioned way. I invited everyone in my neighborhood to my house, we had an enormous feast, and then I killed them and took their land.

— *Jon Stewart* —

**AZ** QUOTES

# "Rule of 3" Examples

1. Tell 'em...
2. Past, Present, & Future
3. C.A.R. / 3 Acts of a play



# Student Activity

How can you use "Rule of 3" for your Final Presentation?

Think, then Pair

# Single Slide Best Practices

1. Images > Words
2. When using words, use them wisely
  1. Set a word budget, then pay by word
  2. Slides are not a teleprompter

**Bees kill far more people than sharks.**



# "THE TRUTH ABOUT SHARK FATALITIES"

ON AVERAGE, SHARKS KILL 1 PERSON PER YEAR IN THE USA. HERE ARE THE STATISTICS OF ANIMALS THAT KILL MORE HUMANS THAN SHARKS IN THE USA ON AN ANNUAL BASIS:

**BEEES, WASPS,  
AND HORNETS**

**58**

**VENOMOUS SNAKES  
& LIZARDS**

**6**

**JELLYFISH**

**40**

**COWS**

**20**

**SPIDERS**

**7**

**DOGS**

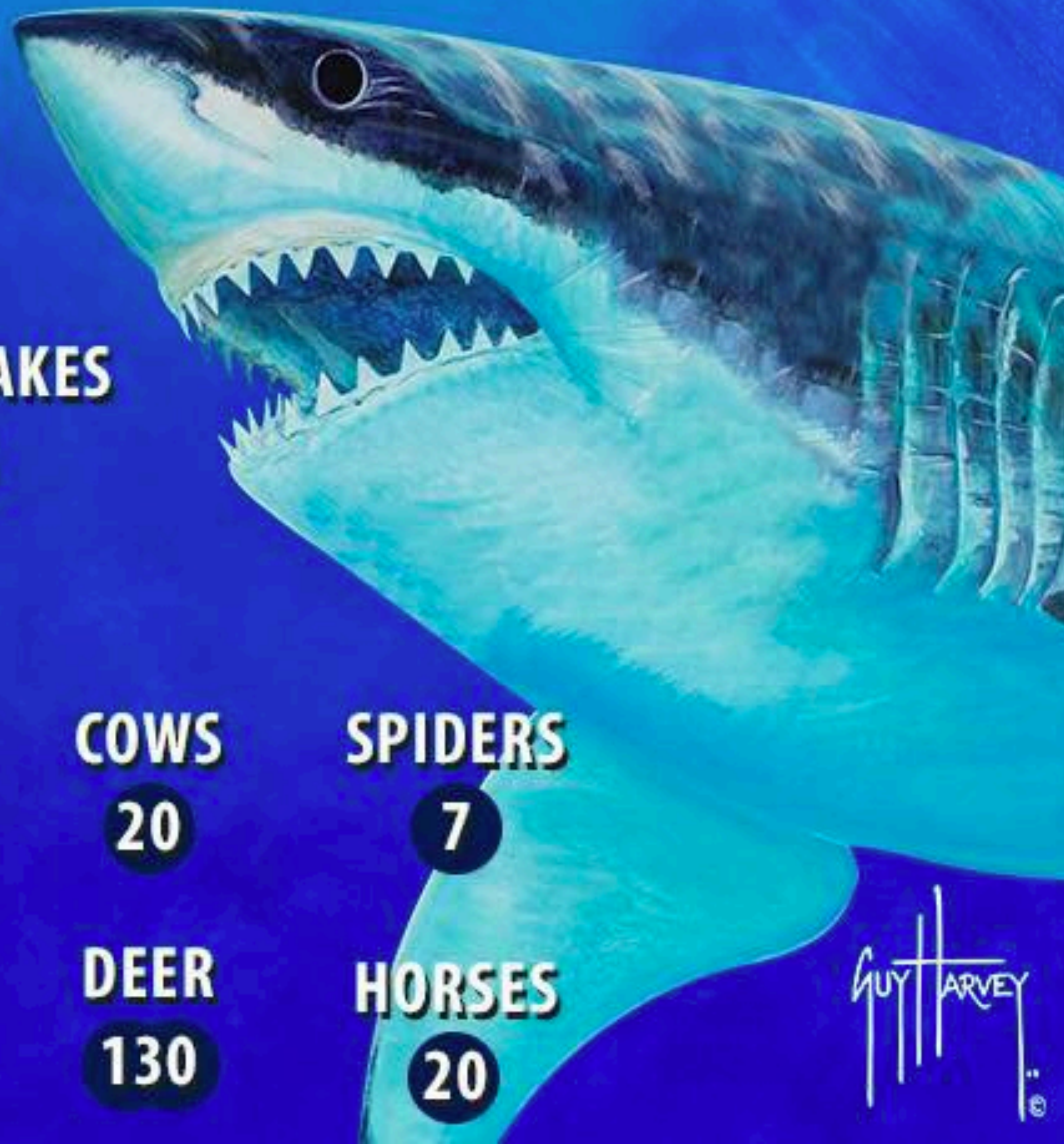
**28**

**DEER**

**130**

**HORSES**

**20**







8FACT

**More people are killed  
by bee stings every year  
than shark attacks.**

8FACT.COM





# What are elements of successful presentation delivery?

1. Match audience expectations
2. Nonverbal communication
3. Verbal communication

**Balance the theater and the scholar**

**At the minimum, the delivery should not distract from the message.**

**Ideally, the delivery should reinforce the message.**

# Communication Components

- Volume - Almost no one is too loud
- Speed - Almost no one is too slow
- Eye contact - 1-3 seconds for each section of the audience
- Poise - Don't move too much



# Word Choice

- Appropriate
- Precise
- Limit Jargon
- Create metaphors
- Specific examples

# Start & End Strong

- Memorize intro & outro
  - First 3 sentences
  - Last statement

# Student Activity

1. Write down your first 3 sentences
2. Write down your closing

# Structured Practice

1. Early - In front of mirror
2. Later - On video (webcam)

# Summary

- Start with the end in mind
- Construct reasonable slides
- Then: Practice, Practice, Practice



