

SHARE A WORTHWHILE MESSAGE



Take your communication from broken to functional with Gordon Kangas, EMU graduate, in [*Giving Presentations Worth Listening To*](#). Moving a listener from point A to point B usually takes an indirect path. Most of the time, presentations don't work. Giving and listening to them can be among the most painful experiences in the working world.

Just because an audience sees and hears a message doesn't mean they get it. First, set up your communications in a goal format - get them there! You're making the decisions about what you want to change. How do you want to change your audience at the end of your presentation? This part is about you and it should be an achievable challenge.

The second part is taking the goal from an "achievable challenge" to a big idea. Belief in the big idea will convert to change.

The third part is the journey from point A to point B. Focus your communication on the goal. "You're not there to be interesting, you're there to be effective." Try it out! Dive deeper and utilize the "Rule of 3" to move along a path that actually creates changes.