**🧠 PRESENTATIONS**

**The Key to Presenting effectively** is to know your **goals**, your **audience**, and **yourself**.

**Goals:**

1. Write down your **purpose** in a **short phrase**.
2. Determine whether presentation is needed or think if there is other best way to get the job done?
3. Turn the short phrase into a **crisp sentence** that states your **goal**.
4. List a few desired **outcomes**.
5. Identify metrics to measure whether the goal is met or not.

**Audience:**

1. The **audience**, not the presenter, is the heart of any presentation. **Know them**.

**Self:**

1. **Craft** the message
   * Step 1: Define your **core message**
   * Step 2: Identify relevant arguments and **data**
   * Step 3: Organize the **content**
     + The Opening
     + The need or problem
     + The solution
     + Call to action
2. Add the **Visuals** - Words and pictures together are **6 times** as **effective** as words alone.
3. **Practice** Your Delivery (rehearse)
4. **Prepare mentally**

Rehearsing your talk is one thing; putting yourself in the right state of mind before the curtain opens is another—and just as important. To win the mental game, try these techniques:

* + Visualize yourself giving a successful presentation.
  + Repeat positive statements to yourself, such as “I am relaxed and ready.”
  + Use deep-breathing and tension-relieving exercises to reduce stress.
  + Wear clothing that makes you feel comfortable, confident, and professional.
  + Accept nervousness as natural.
  + Interact with audience members as they come into the room.

**Notes:**

----------------- **goals** -----------------

**Why Give a Presentation?** For a **Purpose.**

If you’re planning to present to a business audience, you probably want to inform, persuade, or sell. This may entail:

* Explaining new data.
* Soliciting ideas or feedback to build consensus.
* Asking people to act.
* Seeking help solving a problem.
* Getting buy-in on an initiative.

1. *Write down your purpose in a phrase as short as the ones listed above.*
2. *Determine whether you even need to give a presentation. Is that the best way to get the job done?*

**Define Your Goal/Purpose**

**Your broad objective**

1. *Go back to that short phrase you wrote down earlier—turn it into a crisp sentence that states your goal*. *Begin with “I want,” and include your audience.*

Here are some examples:

* “I want to inform my department about the new process for proposing new product ideas.”
* “I want my colleagues to help brainstorm ideas for the project we’re about to start.”
* “I want to show people how well my team’s new system works.”
* “I want to get other managers to sign on to a set of recommendations I’ve developed for our top executives.”

Your broad objective may be nothing like those, but state it just as succinctly. Anyone should be able to understand it without reading it twice.

**Your desired outcomes**

Now it’s time to get specific, about what results you want. Take, for example, this objective from the preceding list:

“I want to show people how well my team’s new system works.”

You don’t just want attendees to walk away impressed with the system. You seek outcomes. What are they? Maybe you need people to identify ways they can use the system in their daily work or to take the first step toward implementation within one week. Or maybe you’d like them to troubleshoot obstacles and report back to you with their findings within 10 days.

1. *Whatever your desired outcomes, write them down in a list. There’s no magic number but be realistic; fewer items are usually better.*

**Your measurement of success**

1. With your broad objective and desired outcomes in hand, identify how you will measure whether you’ve met your goals.

Do you expect to leave the presentation with ideas that audience members generated? Do you want attendees to complete a set of tasks by a certain deadline? Are you trying to measure “soft” data, such as enthusiasm and buy-in? How will you gauge those?

Keep the metrics simple and easy to assess, accounting for what your audience can realistically produce. If you’re looking for feedback, you might ask people to complete a brief form or online survey. If deliverables are part of the mix, provide a handout that lists those items—something physical that audience members can carry away with them and that you can easily send to people who missed the presentation.

----------------- **audience** -----------------

The better you understand your audience’s goals and concerns, the more likely you are to achieve your objective and your desired outcomes. And the better able you will be to measure those successes.

The audience, not the presenter, is the heart of any presentation.

1. *To figure out what makes it tick, answer these questions:*

1.  How big will the group be?

2.  What roles do your audience members perform in the organization?

3.  What does the audience already know?

4.  What are people likely to assume?

5.  How well does the audience know you?

6.  Will some attendees’ goals conflict with others?

7.  What types of presentations are your audience members accustomed to?

8.  Is someone requiring them to be there? Is that person you?

9.  Will you or someone else hold them accountable for what happens during or after the demo?

Not every question here will be relevant to your presentation. Anticipating the needs and concerns of your audience helps you calibrate your mind-set as you prepare and execute your presentation.

Take the old adage about putting yourself in others’ shoes to the next level: Put yourself inside their heads and behind their eyes. Imagine yourself sitting there witnessing what you have to say.

----------------- **yourself** -----------------

**Craft Your Message**

Many presenters mistakenly assume that a great idea will speak for itself, as long as it comes in an appealing package. Packaging matters, no doubt, but your audience needs much more than that. Guide people through your logic, facts, and examples, but without bogging them down in details that don’t pertain to them. You want them to arrive where you are and, ideally, enjoy getting there. So chart a clear path by following three basic steps.

**Step 1: Define your core message**

Core message is the main point people remember when they walk away from the presentation.

Every part of your presentation should advance and support the message you select.

**Step 2: Identify relevant arguments and data**

Every good presentation makes a case. And a strong case needs support.

Back up each assertion with well-chosen facts and data.

Include only those facts and data that will persuade.

Extraneous details distract listeners from what you want them to hear, process, and remember.

If you’re not sure about the value of a point, leave it out.

**Step 3: Organize the content**

A well-organized presentation makes it easier for the audience to listen and for you to achieve your goals. Logically sequence your argument so that people can follow it from one point to the next.

Let’s return to the example discussed earlier:

* If you’re proposing a new system, first briefly explain why the old one has to go and how the new one solves those problems. Then spell out how the new system works and how the audience can start reaping its benefits.

In most cases, a presentation should have four parts: an opening, a description of the need or problem you’re addressing, your proposed solution, and a call to action.

**The Opening:**

* Defines the purpose of your presentation.
* Highlights what’s in it for the audience.
* Confirms your credibility.
* Previews the main points very briefly.

**The need or problem:**

An effective statement of the need or problem:

* Spells out the main challenge you want to address with the audience’s help.
* Shows how that issue directly affects the audience.
* Has a sense of urgency.
* Reflects thoughtful input from others—through employee surveys, for example.
* Incorporates relevant arguments, examples, and supporting material that sustain interest without distracting from the point.

**The solution:**

* Help audience members visualize the benefits of your solution.
* Phrase your solution in terms of their needs.
* Use a story, when possible, to illustrate the solution.
* Involve the audience in developing a path forward.
* Make sure the strength of your solution matches the challenge.

**Call to action:**

* Reiterate the challenge and your solution.
* Recommend specific action.
* Obtain commitment or buy-in.
* Agree on assignments if appropriate.
* Explain what you’ll be doing to follow up after the presentation.

**Plan the Visuals**

The visuals are often what stick with people well after a presentation ends. Consider these research findings:

* People learn 75% of what they know visually, 13% through hearing, and 12% through smell.
* A picture is three times as effective in conveying information as words alone.
* Words and pictures together are six times as effective as words alone.

So, use visual aids to help your audience stay engaged, remember facts, and understand ideas, relationships, or physical layouts.

**Practice Your Delivery**

It feels great when you’ve finished creating a presentation. Indeed, many presenters feel so satisfied that they do nothing else until it’s time to speak. But to prepare thoroughly, you must also rehearse what you’re going to say and get yourself ready mentally so you’re both polished and relaxed.

**Preparing yourself mentally**

Rehearsing your talk is one thing; putting yourself in the right state of mind before the curtain opens is another—and just as important. To win the mental game, try these techniques right before the presentation:

• Visualize yourself giving a successful presentation.

• Repeat positive statements to yourself, such as “I am relaxed and ready.”

• Use deep-breathing and tension-relieving exercises to reduce stress.

• Wear clothing that makes you feel comfortable, confident, and professional.

• Accept nervousness as natural. Don’t try to counteract it with food, caffeine, drugs, or alcohol.

• Interact with audience members as they come into the room.