

Plan your presentation to fit the goal

How can you structure and deliver your presentation to best serve your goal and convince your audience of these benefits?

Structure of a Good Presentation

Beginning

Tell them what you're going to tell them:

Start with a **creative element** (see ideas below).

Create a relationship with the audience.

Introduce theme, overall message, issue, or problem.

Middle

Tell them:

Give them your key messages (three maximum).

Acknowledge their concerns; illustrate benefits.

Add in a **creative element**.

End

Tell them what you've told them:

Summarize.

Issue a "call to action."

End with a **creative element**—what do you want them to remember?

Invite Questions

Create a dialogue:

Repeat or paraphrase questions so everyone in the audience can hear.

If there are no questions, you can ask them some questions.

Creative elements

Make your presentation memorable using the following:

- Personal stories
- Humor
- Analogies, metaphors
- Surveys, polls, quizzes
- Interesting statistics
- Demonstrations
- Props
- Quotations
- Visual aids

Rehearse!

Practice out loud several times until you feel comfortable.

Work with a coach and ask for feedback on both content and delivery.

Pay attention to use of vocal variety, congruent body language, and performance energy.

To deal with stress, use relaxation techniques and focus on your goal and the audience (rather than on yourself).

Handling Q&A

After a presentation, there is often a period dedicated for questions from the audience. This is an important opportunity to engage them, confirm that they understood the information, learn about their concerns, and generate ideas. These sessions can be stressful, as they require thinking on our feet while communicating clearly. The following five-step model can support you to use all the components of the PRES model while facilitating Q&A sessions.

Five-step model for success with Q&As

1. Breathe and ground yourself as you listen to the question.
2. Clarify the question.
3. Empathize.
4. Open up the question to others.
5. State the response.

Tips on how to...

Clarify the question

Ask for more detail.

Reframe/restate the question in your own words and confirm with the questioner.

Break the question into parts if there are multiple issues raised.

Open up the question to others

Invite others to add insights or ideas or answers.

Refer question to appropriate person or department.

Ask if others have the same or similar question.

Empathize

Acknowledge underlying concerns or commitments (what do they need?).

Appreciate their emotions or feelings.

Thank them for the question and, if appropriate, the courage to ask it.

State the response

Use concise, clear responses.

Use an expressive body and voice.

Make commitment to follow-up if you don't have answer in the moment.

Use stories, analogies, and examples if appropriate.

Use language, industry terms, and acronyms that your audience will understand.