

## Tips for Creating an Amazing Presentation

### Start by asking yourself these three questions:

1. Who is your audience? Really understand them. Demographically, psycho-graphically and how are they predisposed to your topic?
2. If your audience takes nothing else away, what is the One Big Thing (OBT) they need to know? How should they think about it and what should they do about it?
3. How will you know you were successful? What measurement(s) can you use to set a goal? This could be anything from business metrics that reflect a change, to evaluations, to q&a engagement, to shiny eyes. The important thing is to have a goal.

Once you've answered these questions build your presentation so that everything you talk about links to your OBT. Determine your proof or support points by thinking about how you can capture your audience's minds and hearts. Keep in mind:

- Powerpoint slides are a good choice when you can't express something with your mouth. Pictures, complicated charts, simple words that reinforce your message are examples of when Powerpoint works best.
- Flip charts and white boards are dynamic and work well for simple concepts and immediacy.
- Music and video are very powerful ways to bring in emotion and energy.

When you are on stage you are in charge of your audience's experience. Think big and think creatively about how to get your point across. Use techniques like show & tell, live demonstration, role playing, and storytelling to create a memorable experience and reinforce your OBT.

### Other important considerations:

- What is the room like? Acoustics, ability to see slides, etc.
- What is the situation for your audience? After lunch? Early morning?
- Eye contact is the most important physical technique.

### Then, keep in mind:

- Your opening needs to compel your audience to want to take a journey with you. Story telling is a great tactic for this, along with simple yet surprising statistics, humor, etc.
- The body of your presentation needs to prove/support your OBT. More than anything it has to stay on point. Introducing anything new will distract your audience and dilute your OBT.
- Conclusion should reinforce your OBT. Conclusions can be one sentence. Consider a "call back" - bringing up something you mentioned earlier to reinforce your point.
- You absolutely, positively need to rehearse! Many times! You cannot over-rehearse.