

PREPARATION AND PLANNING

Take-away points to develop an upcoming presentation or improve a current one

1. The more you know about your audience, the better you can relate to them.

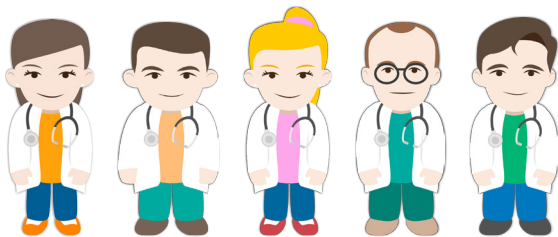
Examples of questions to ask:

- "What are the demographics?"
- "Who are they?"
- "Why are they there?"
- "How knowledgeable are they about the topic?"
- "What keeps them awake at night?"
- "What outcome are you looking for?"
- "What obstacles may be in their way?"
- "How can you best connect with them?"

2. Using the analog approach as you begin your planning allows you to be more creative.

Examples of the analog approach:

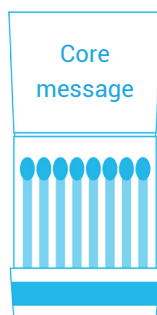
- Tablet and pen
- Post-it notes
- Large whiteboard
- Relaxing and letting your mind wander
- Scroll of paper
- Mind-mapping



3. Determine your core message and plan your presentation around it.

Example:

What do you want your audience member to say when asked, "What was the program about?"



4. Passion for your topic gives you energy and provides a connection with your audience.

Ways to show passion in your presentation:

- Interesting statistics
- New perspective
- Stories
- Cartoons
- Photos



5. Too much information can lead to glazed eyes and inattention.

Ways to avoid information overload:

- 75% rule
- *Must know, should know, could know*
- *Avoid going overtime*

75%



Must know
Should know
Could know

Notes: