

### Get to know your message

List one or more things you want your audience to know or to do. For each of those points, list as many *real* ways that action or knowledge will benefit your audience. List the goals of your presentation—What will show you they got your message?

### Respect your audience

**Deliver enough information.** Don't keep it too simple. (Say no to "K.I.S.S.") Do not patronize. Command mutual respect by treating your audience like colleagues and friends. Offer well-researched information they can use to make decisions and take action.

When you think you have good content, **Look for Even Better Content.** Believe in your information, then your participants can believe you. Explain unfamiliar concepts as you unfold your story. *Practice, Practice, Practice* until you own the information you want to present.

**Do not read** from your poster or slides. Use an outline with a big, clear headline for each major thought. Below each heading, list the details you want to discuss.

### Refine your performance

Your audience is giving up something to listen to you. Give them value in return! Practice your presentation with a video camera or an audio recorder...even in front of a mirror! Get rid of those distracting gestures and words. *Uh...OK?* Plan to finish your talk a few minutes early. To conclude, find a few strong ideas for your audience to think about. Ask them to act!

### One thing at a time. Then, again.

A good teacher repeats every key point and important fact three to six times...and in different ways. Use the same method to teach your audience—Repeat each major point from your outline, explain how it relates to the whole story, summarize the story again as you add each major point to the whole.

### Deliver with conviction

Show up early for your presentation. Make the extra effort to get to know your audience as they show up. Start a conversation. Give the early arrivers a bonus—tell them some things about yourself, your background, or your topic that won't be in your presentation.

### Problem—Relevance—Solution—Action

Open with how your topic affects the people in your audience. Answer the classic WIIFM—*What's in it for me*. Talk about your passion for the ideas you bring to them. Give them reasons to take action or adopt your facts.

### Focus participants' thinking

Give every participant at least one handout—an outline of your presentation, a take-away action list to guide their follow-up actions.

### Ask for good questions

Don't just ask for audience questions. Ask people to think about what they still need to discover so they can draw a conclusion.

### Be the idea leader...

When **your success** depends on people to **do things right** call us for a plan that will help your **employees accomplish your goal.**

- Employee Partnership
- Project Success
- Documentation
- Knowledge Management
- Continuous Improvement