

Presentations Outline Guide

This note-taking guide will help you examine each element involved in making a Five C's — clear, concise, confident, credible, creative — presentation.



PLAN:

1. Begin with the “End in Mind,” a Stephen Covey principle. What is the **purpose** of your presentation; what do you want as an outcome — understanding, action, etc.?

2. Describe your **audience**? What do they need/want to know?

3. Where is the **location** of your presentation? How much space, seating, audio-visual equipment?

PREPARE:

4. How will you begin your presentation? What is the “**Grabber**?”

5. List the **key points** and **facts** that need to be conveyed.

6. How will you **conclude** your presentation?

7. What **graphics**, charts, and/or photos do you need to reinforce your main points? Will you do a Power Point?

8. Consider **handouts** and **props**. Does the board/group need handouts? What item(s) can you use to drive home a concept?

PRACTICE:

9. Test run your presentation, especially the first three minutes and the ending. **Practice** with your AV equipment if possible.

10. Be ruthless with your **word choice** — reduce the use of trite phrases, such as “at the end of the day” and “at this point in time.”

11. Use **levity** only if appropriate. Anecdotes and stories that relate to the issue can be helpful. What anecdote or story might serve your purpose?

12. Plan your **attire** to match the situation – or dress one notch up from the audience. Women: conservative make up and jewelry, no perfume. Men: clean, polished shoes; no cologne.

PRESENT:

13. Consider your **body language**. Walk up confidently, smile at the group, establish eye contact. Keep all hand gestures below shoulder height.

14. How will you **involve** the group? What questions might you ask them?

15. Stay **focused**. Some will disagree with you? How will you handle it?

16. Plan for a **Q & A**. Will this happen during the presentation or at the end? See the handout on types of questions.

17. Always stay within the **time** frame.
