Effective Presentations: Top Tips

An effective presentation educates and engages the audience. In the end, the audience should walk away understanding your key take-away with a desire to act upon it in the manner you've outlined. Below are some key tips and techniques to maximize the impact you'll be able to make.

1. **Tell a Story**
   - Map out your presentation flow <u>before</u> creating slides
   - Have a beginning, middle and end
   - Understand the point of every slide
   - Be clear on your desired take-away

2. **Use Fewer Words**
   - The more read, the less heard
   - Use visuals when possible
   - Only list the key points

3. **Limit Data Tables**
   - No eye charts!
   - Opt for infographics or visual charts
   - Highlight the key take-away or conclusion
   - Use leave behinds to provide full data

4. **Use Animations with Purpose**
   - Keep it simple and consistent
   - Build slides to maintain focus
   - Emphasize key points

5. **Be Consistent**
   - Use good templates
   - Maintain colors & styles
   - Visuals should enhance the message

6. **Have a Plan B**
   - Plan equipment (adapters, projector, power cord, wifi hotspot)
   - Always have presentation on USB
   - Have leave-behinds

7. **Know Your Audience**
   - Borrow interest in examples used
   - Trigger emotions
   - Engage with polls and questions
   - Make the link, don't assume!

8. **Practice**
   - Get comfortable with slides & transitions
   - Know key talking points, but don't script

Effective Presentations: Action Plan

Three things I'm going to work into my next presentation:

1.

2.

3.