MODULE 1: Stories - The heartbeat of a presentation

Step 1: The 3 questions you need to answer at the start.

Why are you presenting?
Determine the purpose of the presentation. Is it to inform? Is it to explain something? Is it to convince?

How are you presenting?
Know your audience. The better you know your audience, the more you’ll know how to address them.

What are you presenting?
Determine the one single thing your presentation is about. The one thing you really want your audience to remember.

Step 2: Storyboarding - if Pixar does it, why don't you?

Storyboard your presentation before you even open up PowerPoint! Sketch out what your story is going to be through the Question & Answer exercise:

**Question**
Determine the question you want to answer in this particular frame/slide

**Answer**
What is the answer to that question. Everything on this frame/slide should lead and support this answer.

MODULE 2: Visuals
The 6 principles of slide design

1. One takeaway per slide! Keep it simple.
2. Avoid redundancy! Slides are visual complements - not mirrors of what you’re saying.
3. Size matters! Use big objects (titles) for important information; not just labels.
4. Contrast effect! Use it to walk your audience through your content. Great for charts, bullet points, or diagrams.
5. Few elements per slide! Don’t overcrowd your slide. That only makes the audience work harder - and they won’t like you for it...
6. Pictures are powerful! But only if they make the audience feel something. Use pictures that are easy to empathize with and NOT stick figures or smileys.
MODULE 3: Interaction

PART 1: Body Language

Rule 1: Maintain an open stance
People place other people into categories. These categories are usually: enemy, mate, friend, indifferent. An open stance puts you in the ‘friend’ category - right where you want to be during presentations.

Rule 2: Palms up!
It has been proven that people react more favourably to presenters who use their hands to gesture during presentations. Even more so if these gestures are made with palms up.

PART 2: Voice

Your voice is a toolbox! Here are some tools:
- Register: Give your words some weight by speaking from your chest.
- Prosody: This is the rhythm you give your speech. Avoid monotone and repetitive prosody.
- Pace: Slow down to really give emphasis to important parts of your presentation.
- Silence: Very powerful. If used correctly, it can turn people away from their phones! Use wisely...
- Volume: Lower your volume to draw your audience in. Raise your volume to get them excited. It's all about variation.

Get Practicing! (out loud)

PART 3: Q&A - Because your Presentation is not over yet!

The 3 rules of Q&A

LISTEN
At this stage, you have to make sure you really understand the question. Rephrase it if you have to.

ANSWER
The better you understand the question, the easier it will be to answer it in a concise manner. The more concise you are, the more your audience will appreciate you.

NO NEW INFO
Do not use the Q&A as a platform to introduce new topics. The Q&A is there to highlight and clarify what you have already presented.

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