



# 5 Steps to a Better Presentation

## 1. **Choose a theme or thread for your presentation.**

No doubt you have a lot to talk about, but you just can't put it all in one presentation. Consider your audience. What one thing would you like them to know? Focus on that.

## 2. **Outline, expand, and refine your talking points.**

Create an outline of points related to your theme. Expand on each point, then organize them: introduction, middle, closing. Reduce or expand what you have to say to fill the time you have. Then practice giving your talk, and time it. Make adjustments and practice again. And again. And again. It makes a difference.

## 3. **Using slides? Use just one thought or image for each.**

If you put five bullet points on one slide, it's too much. You'll lose your audience. They'll want to write everything down or take a photo and they won't be listening to you. Put one idea (6-7 words max.) or image on each slide.

## 4. **Skip the handouts, give them a leave-behind.**

Handouts are a distraction. Give them a handout, and your audience will flip through and read that instead of listening to you. Help people relax and settle into your talk by telling them you'll have something for them at the end: a leave-behind. A thoughtful summary that reinforces your message along with your contact information ... NOT a printout of your slides.

## 5. **Practice. Practice, Practice.**

Your slides (if you use them) should support your talk, not be your talk. Do not read from them, do not load them with bullet points or hard-to-read bar graphs and charts. Figure out what you want to say and practice saying it. Again and again. You'll be better prepared which will make you feel better and your audience will appreciate your commitment to delivering a talk worth listening to.

**Call or write today(!) if I can help you with your talk, your slides, or your leave-behind.**

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