



Presentation planning

Leadership Dimensions

Influencing for results

Sharing the vision

A formal presentation can be an effective means of communication but communication is not about walking an audience through a set of slides.

- You will have a **purpose** for developing a presentation.
- That purpose drives the **messages** you deliver.
- Your understanding of how your audience will relate to and respond to each message drives your selection of the **facts** that you will use to support and validate each message.

Make sure your talk or presentation achieves your objective. Use this tool to gather your thoughts and structure your thinking.

When to use this tool

- To share important information with your team
- To gain commitment for a key initiative, such as a change
- To report on team activities, effort or results to a group of your peers

What to do

1. **Think through and jot down the basic drivers** for the presentation.
 - What you are talking about (Topic); who requested the presentation (if requested); how much time you have for your session (Duration)
 - What you want to achieve (Your objective/the **purpose** of the presentation)
2. **Organise your thoughts** about the topic.
 - Identify the key messages that you want your audience to associate with the topic.
 - Assess how these messages will be received by your audience
 - Think of the facts that will make the message credible to your audience.
3. **Develop the presentation** from the notes you have made.

Tips for turning your notes into slides

- Use the slide header for the message and the dot points for the facts.
- Choose the most persuasive facts. Don't try to list everything - an immediate audience turn off.
- Make graphics and photos count. Use them to support the message itself. Perhaps to demonstrate a fact or present information visually rather than through words

Make sure your talk or presentation achieves your objective - Use this tool to plan well

Presentation topic	Requested by	Duration ¹		
Purpose - what you want the presentation to achieve	Examples, Gain support for..., Get commitment to..., Build understanding of...			
4-5 key MESSAGES	Audience RESPONSE	FACTS to support each message	Audio-visual?	Time
Write as statements such as "The team needs ... "We have shown..."	How will this message be received by members of your audience?	Write as statements such as "X was completed on time and to budget". Select facts that your audience will acknowledge and relate to	Sound? Photo? Video?	for each message
		<ul style="list-style-type: none"> ■ <fact> ■ <fact> 		
		<ul style="list-style-type: none"> ■ <fact> ■ <fact> 		
		<ul style="list-style-type: none"> ■ <fact> ■ <fact> 		
		<ul style="list-style-type: none"> ■ <fact> ■ <fact> 		
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¹ Don't plan to use all available time for the presentation. Think ahead. Calculate how much time to allow for questions, as well as discussion if that is appropriate.