

Presentation Skills

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Consider who is in your audience

- What do they know about this topic?
- How much background information will you need to give?
- What are their attitudes about the topic?
- Will they be friendly?

- Do you expect them to object to what you're saying?
- Will they ask questions?
- Will they expect a formal or informal presentation?
- What is their education level? Politics? Religion?

Organizing your Presentation

Create an outline

- I. Get your audience's attention
- II. Tell them why they should be interested in what you have to say
- III. Deliver your message by giving main points and supporting evidence
- IV. State your conclusions and recommendations
- V. Move them to action

The Introduction

1. Get the attention of your audience
2. Motivate them to listen further
3. Preview the rest of your presentation

- Make a provocative statement
- Ask for a show of hands
- Share a story
- Talk about a recent event
- Give a startling statistic

The Body

- Build your presentation around a few key points
- Support with facts
- Support with visual aids
- Deliver effectively
- Use an easy-to-follow organizational pattern

A Presentation to Inform

- Let them know why they need this information
- Use visual aids to highlight most important points
- Design clear visual aids
- Explain important vocabulary

- Give specific examples
- Give audience the chance to ask questions during the presentation
- Make clear transitions between points; relate parts to the whole
- Provide handouts with details if needed

A Presentation to Persuade

Purpose: to move your audience to the action you desire

- Know what