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Informative: Report Results

This presentation tells listeners about results achieved or progress made.

EXAMPLES:

Monthly sales accomplishments, progress on an ongoing project, update status of a process or task.

BRIEF OUTLINE:

Greeting & Preview

Introduction

Importance

Main Points

Support

Summary

GREETING & PREVIEW

Briefly describe topic to be presented.

State the topic briefly and introduce yourself if not known to audience. Build your credibility by citing personal involvement, experience or training relative to the topic. Be careful to not sound boastful. **EXAMPLES:** I've spent a lot of time studying this idea and I think I have a good idea of what it means to us.

INTRODUCTION & IMPORTANCE

State the purpose of your presentation: What you want your listeners do know or do after hearing your presentation?

EXAMPLES: Understand how their sales results compare to others'; be impressed with the progress made on project X, recognize the value of ____;]

Listeners always ask what's in this for me? To gain and hold attention, tell them how your presentation can benefit them. **EXAMPLE:** With this information you will be better equipped to; or these ideas can significantly improve your job performance, efficiency, etc.

MAIN POINTS Tell what main points you will cover in the presentation. (Two to five points)

EXAMPLES: I will show you three ways this idea will help you to ... or I want to focus on three cases where we have been able to overcome problems with the project.

NOTE: If more than five points are presented, the presentation is probably getting too complex for most listeners to follow. Combine main points to limit them to five or fewer.

SUPPORT Restate each main point and provide supporting information. Supporting information may be data, examples, illustrations, stories, pictures, video clips or quotations. Each main point should have at least one form of supporting data.

SUMMARY Summarize main points and purpose and call for action. Repeat briefly the main points. Remind listeners why this information will be useful to them; encourage them to remember or contact you for additional details, etc.

Informative: Present Idea(s)

This presentation tells listeners about one or more ideas that may be new to them.

EXAMPLES:

A proposal to employ a new product, service, or procedure; a recommendation to try a new approach or process.

Note: If your audience is likely to resist your new idea or proposal, use a *persuade* presentation.

BRIEF OUTLINE:

Greeting & Preview

Introduction & Importance

Main Points

Support

Summary

GREETING & PREVIEW

Briefly describe topic to be presented

State the topic briefly and introduce yourself if not known to audience. Build your credibility by citing personal involvement, experience or training relative to the topic. Be careful to not sound boastful. EXAMPLES: I've spent a lot of time studying this idea and I think I have a good idea of what it means to us.

INTRODUCTION & IMPORTANCE

State the purpose of your presentation: What you want your listeners do know or do after hearing your presentation?

EXAMPLES: Understand how their sales results compare to others'; be impressed with the progress made on project X, recognize the value of ____;]

Listeners always ask what's in this for me? To gain and hold attention, tell them how your presentation can benefit them. EXAMPLE: With this information you will be better equipped to; or these ideas can significantly improve your job performance, efficiency, etc.

MAIN POINTS

Tell what main points you will cover in the presentation. (Two to five points)

EXAMPLES: I will show you three ways this idea will help you to ... or I want to focus on three cases where we have been able to overcome problems with the project.

NOTE: If more than five points are presented, the presentation is probably getting too complex for most listeners to follow. Combine main points to limit them to five or fewer.

SUPPORT

Restate each main point and provide supporting information.

Supporting information may be data, examples, illustrations, stories, pictures, video clips or quotations. Each main point should have at least one form of supporting data.

SUMMARY

Summarize main points and purpose and call for action.

Repeat briefly the main points. Remind listeners why this information will be useful to them; encourage them to remember or contact you for additional details, etc.

Informative: Describe Alternatives

This type ExpressShow tells listeners about two or more options they may choose from.

EXAMPLE:

A presentation to consider several possible locations for a business; comparison of several vehicles, machines, computers, etc.

BRIEF OUTLINE:

Greeting & Preview
Purpose & Importance
Alternatives Available
Criteria for Comparison
Pro and Con for Each Alternative
Summary

GREETING & PREVIEW

State the topic briefly and introduce yourself if not known to audience. Build your credibility by citing personal involvement, experience or training relative to the topic. Be careful to not sound boastful. **EXAMPLE:** I've spent a lot of time studying and testing the alternatives available and how they might apply to us.

PURPOSE & IMPORTANCE

State the **purpose** of your presentation: You want your listeners to make a decision among the alternatives you present.

EXAMPLE: Based on the information I give you today, we should be able to make an informed choice of ...

IMPORTANCE. Listeners always ask, What's in this for me? To gain and hold attention, tell them how your presentation can benefit them. **EXAMPLES:** With this information you will be better equipped to select....; or Making a poor choice can result in ... etc.

CRITERIA

Tell what criteria you will use to compare the alternatives. (Two to five points)

EXAMPLE: I will compare each option on the basis of price, speed, ease of use, and resale value.

NOTE: If more than five points are presented, the presentation is probably getting too complex for most listeners to follow. Combine main points to limit them to five or fewer.

PRO AND CON COMPARISONS

Compare each alternative describing its advantages and disadvantages. Supporting information may be data, examples, illustrations, stories, pictures, video clips or quotations. Each comparison point should have at least one form of supporting data.

SUMMARIZE THE ALTERNATIVES AND ENCOURAGE LISTENERS TO SELECT ONE

Remember that your purpose is to get the audience to select among the alternative presented. Use a Question and Answer session to clarify any unclear points and then get

a decision.

Persuasive: Positive Audience

This of presentation prepares the listener to purchase a product or service, change their attitude, or understand how or why a change is necessary. Positive audiences are in favor of the proposal.

BRIEF OUTLINE:

- Presentation Title
- Objective
- Present Situation
- Solution
- Cost Benefit Analysis
- Summary
- Actions

PRESENTATION TITLE

This slide is merely to be used as a title slide. It should simply give the name of the presentation. It allows the audience to quickly know what subject is being addressed.

OBJECTIVE

This slide contains a single sentence that concisely and clearly states the purpose for this presentation and what action steps the audience needs to take.

PRESENT SITUATION

This slide or slides list the existing problems and needs not being met with the current situation. Graphs and charts give this section a great deal of credibility.

SOLUTION

This slide or slides proposes the solution to the problems developed in Step 3. The solution is developed by relating the features of the solution to benefits the audience will gain by accepting the offer. Features are inherent in the product, service, or idea being proposed. Benefits are what those features will mean to the listeners. For example, One feature of the X100 is its automatic feeder. The benefits to you are lower labor costs, increased margins, and the elimination of a boring, high turnover job.

COST BENEFIT ANALYSIS

Minimize the cost and offset it with the benefits developed in Step 4. Any successful offer must show that staying with the existing situation is more costly than accepting the new proposal. Talk in terms of savings not price or costs. The secret is to make the listeners well aware of their needs in Step 3 then price will not be an issue.

SUMMARY

As you wind up your presentation, summarize the important benefits and restate what the saving will be by accepting the offer.

ACTION

Tell the listeners what are the next steps required to implement the proposal. Once this is done, the presentation should be opened up for questions to get a feeling of what stumbling blocks might still exist.

Persuasive: Negative Audience

This type of presentation prepares the listener to purchase a product or service, change their attitude, or understand how or why a change is necessary. Negative audiences are against the proposal.

BRIEF OUTLINE:

- Presentation Title
- Objective
- Present Situation
- Solution Benefits
- Cost Benefit Analysis
- Cost of Rejecting Solution
- Summary
- Action

PRESENTATION TITLE

This slide is merely to be used as a title slide. It should simply give the name of the presentation. It allows the audience to quickly know what subject is being addressed. Quickly mention your credential and experience to address the subject.

OBJECTIVE

This slide contains a single sentence that concisely and clearly states the purpose for this presentation. The objective should be stated in a manner that all listeners can agree with it no matter how negative they are initially towards the solution.

PRESENT SITUATION

This slide or slides list the existing problems and needs not being met with the current situation. The most commonly accepted problems are first leaving the most controversial issues to last. Using graphs, charts, studies, surveys, and other types of hard data to communicate the situation will give this section credibility. Words or slides should expand on the problems or needs by explaining the implications these problems or needs are having on the listeners.

SOLUTION

The solution is developed by relating features of the solution to benefits the audience will gain by accepting the offer. Features are inherent in the product, service, or idea being proposed. Benefits are what those features mean to the listeners. For example, One of the features of the X100 is it's automatic feeder. The benefits to you are lower labor cost, increased margins, and the elimination of a boring, high turnover job.

Using words or slides, help the listeners see the impact of the benefits on them if they accept the solution. During this process answer all known objections before they can be raised.

COST BENEFIT ANALYSIS

Minimize the cost and offset it with the benefits developed in Step 4. Any successful offer must show that staying with the existing situation is more costly than accepting the new proposal. Talk in terms of savings not price or costs. The secret is to make the listeners well aware of their needs in Step 3 then price will not be an issue.

COST OF REJECTING SOLUTION

Since the audience is negative toward the proposal, explain and expand on what will happen if no action is taken.

SUMMARY

As you wind up your presentation, summarize the important benefits and restate what the savings will be by accepting the offer.

ACTION

Suggest the next steps required to implement the proposal. Once this is done, the presentation should be opened up for questions to get a feeling of what stumbling blocks might still exist.

Persuasive: Doubting Audience

This presentation prepares the listener to purchase a product or service, change their attitude, or understand how or why a change is necessary. Doubting audiences are skeptical the proposal will work for them.

BRIEF OUTLINE:

- Presentation Title
- Objective
- Solution
- Cost Benefit Analysis
- Summary
- Action

PRESENTATION TITLE

This slide is merely used as a title slide. It should simply give the name of the presentation. It allows the audience to quickly know what subject is being addressed. Quickly mention your credential and experience to address the subject.

OBJECTIVE

This slide should be a single sentence that concisely and clearly states the purpose for this presentation.

PRESENT SITUATION

This slide or slides should list out what are the existing problems and needs not being met with the current situation. Because the listeners have doubts about your claims, it is necessary to use graphs, charts, studies, surveys, and other types of hard data. In addition, third party references, testimonies, case histories, articles, and actual experiences should be used to support every need. Words or slides should expand on the problems or needs by explaining the implications these problems are having on the listeners.

SOLUTION

The solution to the needs outline in Step 3 is developed by relating features of the solution to benefits the audience will gain by accepting the offer. Features are inherent in the product, service, or idea being proposed. Benefits are what those features mean to the listeners. For example, One of the features of the X100 is it's automatic feeder. The benefits to you are lower labor cost, increased margins, and the elimination of a boring, high turnover job. As in Step 3, support all benefits with proof statements.

Help the listeners see the impact the proposed benefits will have on them by sharing with them what the solution will look like it implemented. During this process answer all known objections before they can be raised.

COST BENEFIT ANALYSIS

Minimize the cost and offset it with the benefits developed in Step 4. Any successful offer must show that staying with the existing situation is more costly than accepting the new proposal. Talk in terms of savings not price or costs. The secret is to make the listeners well aware of their needs in Step 3 then price will not be an issue.

SUMMARY

As you wind up your presentation, summarize the important benefits and restate what the

savings will be by accepting the offer.

ACTION

In this section, tell the listeners what next steps are required to implement the proposal. Once this is done, the presentation should be opened up for questions to get a feeling of what stumbling blocks might still exist.

Persuasive: Neutral Audience

This presentation prepares the listener to purchase a product or service, change their attitude, or understand how or why a change is necessary. Neutral audiences have no bias toward the proposal.

BRIEF OUTLINE:

- Presentation Title
- Objective
- Present Situation
- Solution
- Cost Benefit Analysis
- Summary
- Action

PRESENTATION TITLE

This slide is merely to be used as a title slide. It should simply give the name of the presentation. It allows the audience to quickly know what subject is being addressed.

OBJECTIVE

This slide contains a single sentence that concisely and clearly states the purpose for this presentation and what action steps the audience needs to take.

PRESENT SITUATION

This slide or slides lists the existing problems and needs not being met with the current situation. Graphs and charts give this section a great deal of credibility. In addition, words or slides should expand on the problems or needs by explaining the implications these problems or needs are having on the listeners.

SOLUTION

This slide or slides proposes the solution to the problems developed in Step 3. The solution is developed by relating the features of the solution to benefits the audience will gain by accepting the offer. Features are inherent in the product, service, or idea being proposed. Benefits are what those features will mean to the listeners. For example, One feature of the X100 is its automatic feeder. The benefits to you are lower labor cost, increased margins, and the elimination of a boring, high turnover job.

Furthermore with words or slides, it is important to help the listener see the impact these benefits will have on them if the solution is accepted.

COST BENEFIT ANALYSIS

Minimize the cost and offset it with the benefits developed in Step 4. Any successful offer must show that staying with the existing situation is more costly than accepting the new proposal. Talk in terms of savings not price or costs. The secret is to make the listeners well aware of their needs in Step 3 then price will not be an issue.

SUMMARY

As you wind up your presentation, summarize the important benefits and restate what the saving will be by accepting the offer.

ACTION

Suggest to the listeners the next steps required to implement the proposal. Once this is done, the presentation should be opened up for questions to get a feeling of what stumbling blocks might still exist.

Teaching: Teach a Skill

This presentation teaches skill development. It prepares the learner to learn the skill, sets skill patterns in the learners mind, helps the learner to perform and practice the skill, and reviews the learners performance.

EXAMPLE:

Teaching some to : use WordPerfect For Windows 6.0, drive a car, operate a machine, perform an athletic move, play an instrument.

BRIEF OUTLINE:

Teach a Skill
Prepare the Learner
Review the Materials
Review the Skill Pattern
Practice the Skill
Final Check

TEACH A SKILL

This slide is merely to be used as a title slide. It should simply give the name of your presentation. It allows the audience to quickly know what you are going to teach them.

PREPARE THE LEARNER

Often learners miss the point of what you are trying to teach them. This step allows you to again preview with the audience the name of the skill, but most importantly it allows you to teach them the importance of learning the skill.

Under Point A, present the name of the skill. Under Point B, review all the purposes and reasons for learning the skill.

REVIEW THE MATERIALS

List all the materials needed to perform the skill. When teaching a skill it is important to review for the learner all the materials that are necessary for someone to appropriately perform the skill. If the materials are complex, you may wish to include a picture or a diagram.

REVIEW THE SKILL PATTERN

This step allows you to teach the learner how to perform the skill. To create this slide, you must first analyze the steps of the skill you are about to teach. List the steps in sequential order and allow the slide to lead you through the steps you will be teaching.

PRACTICE THE SKILL

This step is a practice session for the learner. It is important that the learner perform the skill according to the sequential steps. Point A is simple reminder for the learner that this is a practice session and that the learner should follow the steps. Point B is the sequential list from Step 4, reproduced a second time so that the learner can refer to it as he or she is practicing.

FINAL CHECK

This step allows the teacher to review how effectively the learner has acquired the skill that the teacher has been teaching. On this slide list the acceptable standard of skill performance. EXAMPLE: skill performance is acceptable only when the learner can

continue to perform the skill without error for an hour, skill performances acceptable only when the learner can perform the skill once without error. The teacher must determine this level and present it to the learner.

Teaching: Explain a Concept or Idea

This type of presentation explains a concept, idea, or approach.

EXAMPLE:

Teaching someone about: new standards for a job, dress requirements, understanding financial reports. This type of presentation is similar to the informative strategy, presenting ideas.

BRIEF OUTLINE:

Greeting & Preview

Introduction & Importance

Main Points

Support Each Main Point

Summarize the Main Points & Call for Action

GREETING & PREVIEW:

Briefly describe topic to be presented. State the topic briefly and introduce yourself if not known to audience. Build your credibility by citing personal involvement, experience or training relative to the topic. Be careful to not sound boastful. **EXAMPLES:** I've spent a lot of time studying this idea and I think I have a good idea of what it means to us.

INTRODUCTION & IMPORTANCE

State the purpose of your presentation: What you want your listeners do know or do after hearing your presentation?

EXAMPLES: Understand how their sales results compare to others'; be impressed with the progress made on project X, recognize the value of ____;]

Listeners always ask what's in this for me? To gain and hold attention, tell them how your presentation can benefit them. **EXAMPLE:** With this information you will be better equipped to; or these ideas can significantly improve your job performance, efficiency, etc.

MAIN POINTS

Tell what main points you will cover in the presentation. (Two to five points)

EXAMPLES: I will show you three ways this idea will help you to ... or I want to focus on three cases where we have been able to overcome problems with the project.

NOTE: If more than five points are presented, the presentation is probably getting too complex for most listeners to follow. Combine main points to limit them to five or fewer.

SUPPORT

Restate each main point and provide supporting information.

Supporting information may be data, examples, illustrations, stories, pictures, video clips or quotations. Each main point should have at least one form of supporting data.

SUMMARY

Summarize main points and purpose and call for action. Repeat briefly the main points.

Remind listeners why this information will be useful to them; encourage them to remember or contact you for additional details, etc.

Special Occasion:
Entertain

Special Occasion: Present an Award or Tribute

// wrong Description

This type of presentation explains a concept, idea, or approach.

EXAMPLE:

Teaching someone about: new standards for a job, dress requirements, understanding financial reports. This type of presentation is similar to the informative strategy, presenting ideas.

BRIEF OUTLINE:

Greeting & Preview

Introduction & Importance

Main Points

Support Each Main Point

Summarize the Main Points & Call for Action

PRESENT AN AWARD/TRIBUTE

This slide is merely to be used as a title slide. It should give the name of your presentation. It allows the audience to better understand what the presentation is about.

REVIEW THE AWARD

Title this slide and then state the significance of the award. This can be done in a short paragraph or it can be done with a list of reasons why the award is significant. In either situation, let this slide guide you through the review of the importance of the award.

REVIEW THE ACCOMPLISHMENTS OF THE AWARD RECIPIENT

This is the important part of this presentation. Here you let the audience know that the award recipient actually deserves the award or tribute. The slide is usually best if you select the five or six major accomplishments of the individual and list them in chronological order. However, you can create the list in any order you choose.

PRESENT THE AWARD

At this point give the award recipient the award. A slide can be created showing a picture of the recipient. Or, it can just be his or her name and the name of the award. This slide should be shown on the background as you present the award.

CONCLUDE

The conclusion does not necessarily need a slide. However, you can leave the slide from point six on the screen. The key point with the conclusion is to be sincere in your demeanor and to keep the entire presentation short and to the point.

Special Occasion:
Present a Tribute

Special Occasion: Welcome or Introduce

This type of presentation deals with welcoming an audience to an event, introducing a presenter or a combination of both.

EXAMPLE:

Kicking off a conference, welcoming people to a banquet or program.

BRIEF OUTLINE:

Welcoming and/or Introducing
Review the Nature of the Occasion
Welcome the Audience
Introduce the Speaker
Conclude

WELCOME AND/OR INTRODUCE

This is a title slide. It should present the name of the occasion and the speaker.

REVIEW THE NATURE OF THE OCCASION

This slide introduces the audience to the reason for the meeting and why the audience is getting together. Following this slide the audience should know specifically what is going to happen.

WELCOME THE AUDIENCE

Teach those in the audience about each other. List from five to six characteristics that seem to be the same across the audience. Following this slide the audience should have a greater understanding of their similarities. The last statement on the slide should be a strong welcome of all those in attendance. However, this should follow the review of similarities.

INTRODUCE THE SPEAKER

Study the speaker and share this information with the audience. It is impossible to say all there is to say about certain speakers. Therefore, select five or six important bits of information regarding the speaker, list them sequentially on the slide, and then review each piece of information. However, do not overpraise the speaker.

CONCLUDE

Be brief! This slide should include the nature of the occasion and the name of the speaker. In your oral presentation, read the information on the slide and sit down.

Guide lines for giving presentations

Text

