

PRESENTATION ESSENTIALS CHECKLIST



Chapter 1: Beginning your presentation

- Do I begin with an attention getter?
- Does my opening include an overview?
- Is my credibility established?
- Do I answer the question of WIIFT (What's in it for them)?

Chapter 2: Ending your presentation

- Do I make myself available for audience interaction after the program?
- Do I use my planned closing after the last question?
- Do I avoid apologizing at the ending?
- Do I remember not to introduce new material at the end?
- Do I wait to pack up my materials until after the program is over?
- Do I carefully plan my time so I won't go overtime?

Chapter 3: Preparation and planning

- Did I perform an audience assessment as part of my planning?
- Did I use the analog approach in my program planning?
- Did I avoid a data dump?
- Did I demonstrate passion in my presentation?
- Did I apply the 75% rule to avoid going overtime?
- Did I plan my presentation around my core message?

Chapter 4: Designing effective slides

- Is my slide a visual aid instead of a stand-alone document?
- Did I avoid loading my slides with content that I plan to read?
- Do I have a handout that is different than my slides?
- Is my font size 30 points or higher?
- Did I make sure I have enough whitespace on my slides?
- Did I plan my slides with the intent of avoiding cognitive overload?
- Are my data slides simple to avoid confusion?
- Do my slide designs follow the three second rule?

Chapter 5: Bring your content alive

- Did I apply the Story, Point, Application (SPA) method for including stories into presentations?
- Am I collecting information that makes me smile, chuckle, giggle, or laugh, for use in future presentations?
- Did I find quotes that could enhance my presentation?
- Did I follow the 3R's method of adding statistics to enhance understanding?
- Am I keeping track of examples that can reinforce my key points?
- Did I add a relevant case study to my presentation?
- Do my statistics reinforce and clarify my points?

Chapter 6: Practice, practice, practice

- Did I practice out loud and often?
- Can I give my presentation in a conversational voice?
- Did I use a videotape as part of my practice?
- Can I give my program if the projector breaks down?

Chapter 7: Managing fear and anxiety

- Can I view nervousness as "performance energy" to help me as a speaker?
- Did I find what works for me to reduce pre-presentation stress?
- Can I focus on the needs of the audience during the presentation?
- Did I find ways to change the dynamics of my presentation?

Chapter 8: Presenting with finesse

- Did I emphasize eye contact when practicing my presentation?
- Do I know my program well enough to avoid slide reading?
- Do I have a take-away message for each slide?
- Can I jump slides without annoying my audience?
- Did I use the B key during my practice and presentation?
- Can I give my presentation if the projector is broken?
- Did I plan and practice my transitions between slides?

Chapter 9: Handling questions

- Did I talk to some audience participants before the program and get some questions to use in the presentation?
- Was I able to respond well to a question when I did not know the answer?
- Did I answer questions in a brief manner?
- Did I use, "Who has the first question?" to start the Q & A period?
- Did I keep control of the topic and audience?
- Was I able to anticipate some of the questions asked?

Chapter 10: Avoiding the seven deadly speaker mistakes

- Do I work hard to make my presentation engaging for the audience?
- Do I imitate the hard work of other speakers rather than copy their material?
- Do I plan on making the audience smarter rather than showing how smart I am?
- Do I handle problems in a professional manner?
- Do I find my core message and focus on it?
- Do I show respect for my audience?
- Do I practice to prevent going over my time limit?