

---

Aleen Andreou

---

# THE PRESENTATION PLAYBOOK

Springboards



*Work through these Springboards to  
implement the techniques in  
“The Presentation Playbook”  
and create your powerful presentation.*

**WELCOME**



# Springboard: Choose your presentation



The specific presentation I want to focus on is:

---

---

# YOU ARE THE GUIDE



# Springboard: Set your desired outcome

Identify your desired outcome for the specific presentation you noted in the “Choose your presentation” springboard.



## Action

As a result of my presentation, I would like the audience to do the following:

---

---

---



## Thought

As a result of my presentation, I would like the audience to think the following:

---

---

---



## Feeling

As a result of my presentation, I would like the audience to feel the following:

---

---

---

# Springboard: Understand your audience



Think of the audience for the presentation you identified in the “Choose your presentation” springboard. Remember to include all the audience segments, and consider the following questions:

What is the audience’s knowledge level regarding the topic?

---

---

At what level do I need to speak so the audience understands the presentation?

---

---

What aspects of the topic will interest the audience?

---

---

What questions will the audience have about the topic?

---

---

# Springboard: Mind the gap

Identify the gap between the destination and where your audience is currently at. This will enable you to design the presentation content to bridge the gap and take the audience to your desired destination or outcome.

## Audience's current stance

You have already identified the desired outcome in the springboard “Set your desired outcome”. Now, assess where your audience currently stands. Remember to include the different stances from each audience segment.



What the audience currently does, regarding the subject I am presenting.

---

---

---



What the audience currently thinks, regarding the subject I am presenting.

---

---

---



What the audience feels, regarding the subject I am presenting.

---

---

---



## The gap

To identify the gap, compare where the audience currently stands with the destination - your desired outcome.

Sometimes, your desired outcome aligns with the audience's perspective, and there is no gap. In these cases, your presentation serves to strengthen their point of view.



The gap between what the audience currently does and the desired actions.

---

---

---



The gap between what the audience currently thinks and the desired thoughts.

---

---

---



The gap between what the audience currently feels and the desired feelings.

---

---

---

The content of your presentation will need to bridge this gap. More about that later.

# Springboard: Identify audience benefits



How the audience will benefit from listening to my presentation.

---

How the audience will benefit by implementing what I propose.

---

# Springboard: Identify audience concerns



In what way could the presentation and the desired action negatively impact the audience, their work, and what they are responsible for?

---

---

---

# Springboard: Overcome audience concerns



For the concerns identified above, this is how I will overcome each one of them.

---

---

---

# Springboard: Your conviction

Why is it important to me to achieve my desired action?



---

---

Why is connecting with this audience important to me?

---

---

# CRAFTING THE PRESENTATION



## Springboard: The points



Generate your own points, as described in this section of the book, noting them down in a mind-mapping app, or Post-it Notes, or a Word document.

# Springboard: Evaluating the content



Using the guideline in the book, evaluate your points, and make any adjustments needed.

# Springboard: Organise the points



Organise your points in clusters and label each cluster as described on page 28 of the book.



# Springboard: Highlight the content



How the main points will be highlighted

---

---

---

Include these in the points you have organised in the springboard “Organise the points”

# Springboard: Decide on the sequence



Select the sequence that aligns best with your audience and desired outcomes. Create an overview of your presentation by using a table or a mind map.

# Springboard: Find your transitions



Look at your overview and identify effective transitions between each of the main points and sub-points.



# Springboard: Finalise the structure

And now you are ready to design the introduction and the conclusion. It is best to prepare the main body and then create the introduction and close.

<b>Title</b>	Providing managers access to coaching			
<b>Introduction</b>	<b>Main body</b>			<b>Conclusion</b>
	<b>Main point 1 The need</b>	<b>Main point 2 The solution</b>	<b>Main point 3 The implementation</b>	
Customer Incident	Increased demands	Definition of coaching	Top providers	Summary of “The need”, The solution”, and the “Implementation”
Higher levels of stress	Rapid pace of internal change	Trend in the use of coaching	Gain middle management interest	Q&A
Threats to business	Customer survey comments	Example of Bank RX	Pilot	Summary of coaching benefit
	Staff turnover figures	Example of Bross Ltd.	Assess results from pilot	
	Staff exit comments	Resources – finance & time	Guidelines	
		Benefits		

Print out, or use a digital version of your overview, as a reference guide during your presentation. With just one glance, you’ll easily recall the sequence of points you want to cover.

**MAKE IT VISUAL**



# Springboard: Design your visual aids



Using the tips in this section determine the type of visual aids you will use, and then prepare them accordingly.

# PRACTICE IS VITAL



# Springboard: Getting comfortable



Actions I am going to take to help me feel more comfortable with the topic and the different perspectives surrounding it.

---

---





# Springboard: Self-evaluation

With each rehearsal, identify your strengths, decide how to build on them, and identify any areas of improvement, using the criteria below.

Please note this is a development opportunity, it's not the time for self-judgement and criticism.

Recording the presentation will help you with this evaluation.

## Body language

- Posture
- Movement
- Gestures
- Eye contact

What I did well with body language:

---

---

---

What I am going to do differently with body language:

---

---

---



## Voice

- Voice volume
- Clarity of speech
- Pace of speech
- Fluency
- Variation in tone

What I did well with the voice:

---

---

What I am going to do differently with the voice:

---

---

## The “feel”

- Conviction
- Level of stress

What I did well regarding the “feel”:

---

---

What I am going to do differently regarding the “feel”:

---

---

## Language



- Use of language

What I did well with the use of language:

---

---

What I am going to do differently with the use of language:

---

---

## Engagement

- Relevance to the actual audience
- Highlighting

What I did well regarding engagement:

---

---

What I am going to do differently regarding engagement:

---

---

## Structure



- Introduction
- Conclusion
- Content to support the points
- Level of details
- Amount of information
- Flow
- Smooth transitions between points

What I did well with the structure:

---

---

---

What I am going to do differently with the structure:

---

---

---

# Springboard: Learning with others



The feedback I received highlighted the following strengths

---

---

---

Based on the feedback I would like to improve the following

---

---

---

# QUESTIONS



# Springboard: Preparing for questions



Are there any questions the audience may have, that won't be answered by the presentation?

For each of these questions, jot down possible answers.

---

---

---

---

---

---

---

# ON THE DAY







# Springboard: Up another notch

Congratulations on preparing and delivering your presentation.

Now, take a moment to reflect on the experience and draw insights that you can use in your next presentation.

What I did well:

---

---

What I enjoyed doing:

---

---

What strategies or techniques will I continue to incorporate into my future presentations?

---

---

What changes or improvements would I implement if I were to do the presentation again?

---

---