

THE PRESENTATION PLAYBOOK

**Design and Deliver Engaging Presentations
to Achieve the Results You Want**

People  Achieve

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WELCOME



Welcome to your playbook



Welcome to the “Presentation Playbook”, your own space to create convincing presentations.

Here, you can explore the techniques and strategies I’ve used for over three decades to coach leaders and entrepreneurs in clarifying their communication goals, structuring their message, and delivering with confidence.

Start off by focusing on your next presentation. If you’re not presenting any time soon, then think of a presentation you would like to deliver. Having something specific in mind will help you hone your skills more effectively.

Springboard: Choose your presentation



The specific presentation I want to focus on is:

You may be keen to immediately start creating the presentation content. Hold off for a short while. Go through the springboards in the book. They will guide you to add power and impact to your presentation.

Embrace the opportunity



Your presentation is not just another task to complete. It's an exciting opportunity to add value with your knowledge, experience, and insights. This book will help you do just that: tap into the full power of what you have in your heart and mind and create the impact you want.

Of course, it's natural to experience some stress regarding the presentation. However, the work you do here will help you take control of stress and allow your message to come through and connect with the audience.

Shift your focus

What we focus on, guides our thoughts, emotions, and levels of stress. Sometimes our thoughts are wrapped up in what we don't want: freezing up, forgetting the content, boring the audience, or not being able to answer questions. What if we choose to focus on what we want to achieve? Indeed, that is what you will be encouraged to do in the following pages. As the first step in your preparation, you will identify your communication goal and use it as your anchor for the entire preparation and delivery.

YOU ARE THE GUIDE



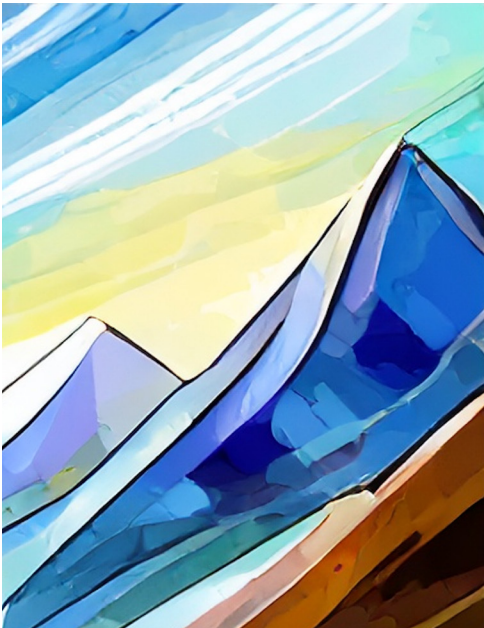
Think of your presentation as a journey. You are the guide taking the audience with you.

The next few pages will help you identify:

- 1. The destination of the journey – the desired outcome of your presentation**
 - 2. The needs and interests of those who are coming with you on the journey - the audience.**
 - 3. Your level of commitment to leading the journey.**
-

The journey

Define your destination



Your destination is the desired outcome of your presentation. For example, as a result of your presentation, you may want the audience to:

- adopt your suggestions
- buy your product
- allocate resources
- invest in your start-up
- trust in your project's progress.

Even a presentation that may seem just informative, such as a project update, has an underlying desired outcome, for example, to reinforce the trust and support of the audience.

Understand the audience



The destination & the journey need to motivate the audience to keep following you. The path ahead must be clear and easy to follow, full of points that are relatable and of value to them. Otherwise, the audience will disengage, feel bored, and stop paying attention.

Understanding your audience's interests, values, concerns, and perspective is vital. That is how you are going to keep them with you until you reach the destination.

In the next few pages, we will work on understanding the audience better.

Clarify your presentation destination



Before you focus on the content of the presentation, let's start with the end in mind. What is the outcome you are looking for?

What do you want the audience to **do** as a result of your presentation? What is the action(s) you want them to take? *E.g., implement the changes you present.*

The actions your audience takes are influenced by their thoughts and emotions. Hence, consider:

What do you want your audience to **think** as a result of your presentation? *E.g., perceive the proposed changes as a top priority.*

What do you want your audience to **feel** as a result of your presentation? *E.g., feel confident in the organisation's ability to adapt to the proposed changes.*

We often forget about the emotions we want to evoke. Yet the impact of your presentation is significantly affected by how the audience feels as a result of your presentation, whether they are trusting, enthusiastic, hopeful, or bored, frustrated, and doubtful.

Examples of desired outcomes

Let's explore a couple of examples.

Example 1



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

Approve the budget for the proposed advertising campaign.

Believe that the proposed advertising campaign is a powerful idea with a strong Return on Investment.

Feel excited about the proposed advertising campaign.

Example 2



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

Implement the changes that have been approved by the board.

Believe that the effort to adopt the changes is worthwhile.

Feel comfortable with the changes.

Springboard: Set your desired outcome



Identify your desired outcome for the specific presentation you noted in the “Choose your presentation” springboard on page 6.



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:

Understand your audience

Now that you know where you want to take the audience, the desired outcome, let's identify where the audience is at currently. This will enable you to meet them where they are and start the journey together. Moreover, you will be able to adapt the journey to the audience.

Support or opposition: Is the audience likely to support what you are suggesting, or will they be strongly opposed to your suggestion? If the latter is the case, then you will need a different approach. More about that later.

Knowledge level: How much does your audience already know about the topic you are presenting? If they don't know much, perhaps the pace will be slower as you give them space to digest the material. Perhaps you will not delve as deeply into the subject.



Interests and concerns: Identify which aspects of your topic are of particular interest to your audience and decide how you will use them. Consider any concerns they may have and how you will address them.

Understanding your audience will help you create a presentation that is more:

- Relevant to them
- Tailored to their needs and interests
- Respectful of their sensitivities and concerns
- Engaging
- Likely to convince

The questions on the following page will help you to better understand the audience. You can assume the answers, or as part of your preparation, you can speak with people who are representative of the audience's viewpoint. This will give you valuable insights to build your content.

Within your audience, there may be different segments with differing viewpoints. For example, one segment may be the finance department, the other may be the business development department, which may have a slightly different opinion on the changes you are proposing. It is useful to identify the various perspectives and mould your presentation accordingly.