

# *Presentation Checklist*

Even if you haven't been professionally trained in giving presentations, you can still give professional presentations. Like Russian nesting dolls, great presentations have layers that when prepared in the right order, fit together perfectly.

Use this checklist to remember the five important parts of your next great presentation.

## *Audience*

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**Understand the audience before you speak to them.**

- What is important to the audience?
- How can you create bridges between you and them?

## *Message*

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**Develop a clear Big Idea, which is your Point of View plus what is at Stake.\***

- What will happen if the audience does or does not adopt your idea?
- Is it clear what you're asking the audience to do?

## *Storytelling*

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**Use storytelling to structure your talk and provide substance.**

- What is the beginning, middle, and end?
- What stories will enrich your talk and connect with the audience?

## *Design*

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**Take time to design each slide to complement your message.**

- Have you worked each slide to its most simple state?
- Have you used visuals to illustrate content and captivate the audience?

## *Delivery*

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**Plan and practice your delivery.**

- Have you practiced your presentation in front of other people who represent your target audience?
- Have you thought about tone, dress, body language, helps, and handouts?