FIVE STEPS TO A POWERFUL PRESENTATION

- Decide your presentation’s purpose
- Identify your audience
- Write down your message in one sentence
- Draft outline: introduction, body, conclusion
- Proofread / Polish / Practice / Present

What is your purpose? To inform, persuade, educate, entertain, congratulate, commemorate...?

Identify your audience - To whom are you speaking? How many people? What are the demographics? Virtual or in-person? Taped or live?

Write down your message in one sentence - If you are unable to articulate your primary message in one sentence, then you may not be ready to write your speech; you may not yet be clear as to your content or purpose.

Draft outline: Don’t worry about getting it all down exactly right; a “draft” is a first pass at your speech. It helps to draft the three key parts: introduction; body; conclusion—not necessarily in that order (you may think of the conclusion first!).

Proofread – so that you can eliminate errors, make corrections, double check pronunciations.

Polish – there’s always room for improving a speech. Read through your speech and note areas where a different word or phrase might make a difference.

Practice – Practice makes perfect...unless what you’re practicing is the wrong thing! Resist the temptation to “wing it”—practice your speech until you are comfortable with your content and delivery.

Present – remember that what you say is as important as how you say it. Content and delivery are equal partners in an effective speech.

Now go knock their socks off!
“Our lives begin to end the day we become silent about the things that matter.” --MLK

Don’t be afraid. . .don’t stay silent. . .speak up!