



## Presentation Checklist

### 1. What is your goal?

You can't achieve your goal if you don't know what it is.

### 2. What is in it for them?

Ensure your interaction is based on what's in it for the audience.

### 3. Do you have connectors?

- ◆ What will the audience SEE in addition to PowerPoint. If using PowerPoint, do your pictures fill the page with less than 10 words on each slide?  
Let your handouts do the heavy lifting.
- ◆ SOUND stimulation like stories, silence, use of voice, recordings, the words "for example," metaphors, anecdotes, and analogies are powerful connectors.
- ◆ Use SENSORY tools like props, prizes, physical demonstration.

### 4. Make an entrance!

~~"Hello, I'm Joe and I'm here to present on safety"~~

If no time for a story, try a simple, provocative statement; a real or rhetorical question; a quick demonstration, *then* say why you are there.

"Would you like to improve our safety by at least 30%?"

"Imagine if we could exponentially improve our safety within 90 days."

What are the first words out of your mouth to make an impact?

### 5. Enlighten your audience with 3 key categories

Write down everything you want to communicate to achieve your goal and then chunk it down into three key categories.

### 6. Exit!

~~"Any questions?"~~ You can do better! What are the last words out of your mouth?

Even in the most formal situations, you can exit with an impactful statement, story, rhetorical question, and *then* ask for a vote, etc. Don't fall into the old habits!

"There are a lot of things we can do with \$47,000, but *this* one will keep our children safe. (pause) At this time, we ask for your consideration of....."