

# 5 Proven Strategies for Organizing a Presentation:

## *Determine an audience-driven purpose*

A presentation is designed and delivered for a reason – and the way it is organized should help achieve that purpose. Effective presentations are those that meet the needs of the audience. They address and solve problems the audience cares about. Therefore, the first step in designing a presentation is determining its purpose from the perspective of the audience.

## *Focus content, evidence, illustrations & context on key points*

As you determine specific content to present to support your key points, brainstorm what is known about the topic, then create lists of supporting evidence, and potential illustrations and anecdotes to provide meaningful context. Narrow what you present to what the audience most needs to know, builds on their current knowledge, and answers their most pressing questions.

## *Craft a story line or theme that answers why, what & how*

Create a solid foundation or unifying theme for your presentation that successfully ties the entire presentation together. An effective approach is to tell a story or take the audience on a journey. A story presents relatable characters and a realistic conflict or problems to solve. The presentation tells why overcoming the struggle is necessary, what is needed, and how to do it.

## *Vary your approach to meet varied audience preferences*

An audience is made up of people with diverse learning preferences and personalities. To most effectively reach everyone, vary the approaches used to deliver your content. Include reading, listening, observing, reflecting, discussing, and engaging in hands-on activities. Everyone benefits from learning and processing information in a variety of ways. Change it up.

## *Engage your audience to apply knowledge gains & take action*

Audiences learn by doing. Provide opportunities for audiences to apply the knowledge they gain from your presentation and put it into practice in real life situations. Show and tell how to do something and then have the audience participate through guided practice and mastery experiences. Build self-efficacy and promote taking action. Don't simply educate, inspire positive behaviors.