



# **STRATEGIES FOR EFFECTIVE PRESENTATIONS**

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# PREPARATION FOR THE PRESENTATION

- Assume you know more about the topic being presented than the audience
- Get to the point!
  - Keep it simple / don't burden with specifics or jargon
  - Always have specifics or full report on hand in a separate document
- Always plan for the time you've been given



# EFFECTIVE PRESENTATIONS

1. Show your Passion and Connect with your Audience
2. Focus on your Audience's Needs
3. Keep it Simple: Concentrate on your Core Message
4. Smile and Make Eye Contact with your Audience



# EFFECTIVE PRESENTATIONS

5. Start Strongly

6. Remember the 10-20-30 Rule for Slideshows

- Contain no more than 10 slides
- Last no more than 20 minutes
- Use a font size of no less than 30 point



# EFFECTIVE PRESENTATIONS

7. Tell Stories

8. Use your Voice Effectively

9. Use your Body Too

10. Relax, Breathe and Enjoy

# THE PRESENTATION *CONTENT*

- Give your conclusion up front and then defend and back it up
- Explain the impact to the Stakeholders
- If applicable, explain the cost in real dollars and time
- What is the ROI (Return On Investment)?

# THE PRESENTATION

## *FORMAT/DESIGN*

- PowerPoint:
  - Make it interesting but keep it simple
  - Use clear, sans serif fonts
  - Make sure there is a lot of “white space”
- Handouts:
  - Double-sided pages
  - During or after? Decide your objective
  - FAQ if applicable

# A FEW OTHER THINGS

- Have an “elevator speech” always available
- Don't be afraid to “Prime the pump”
  - If you are speaking to a group of people give one, or more, the highlights ahead of time
  - ALWAYS practice....no “winging it”



# POP QUIZ

Q: Maximum amount of slides?

A: 10

Q: Smallest font?

A: 30

Q: Maximum amount of time?

A: 20 minutes

Q: True or False: Less is more

A: True...for PowerPoint content and design

