



# PRESENTATION WORKBOOK

We will guide you regularly to this workbook throughout the training course. It is for you to make notes and decisions as you prepare for the "Main Prez" (practice presentation) that you will deliver on the final session.

It is then a useful template to use going forward, to plan for any future presentation.

## Details First a few details for this presentation:


Presentation Title: \_\_\_\_\_ Date: \_\_\_\_\_

Your Objective	Audience (who they are)	Location




## Message = What you are here to say

When all has been said and done, what is the one primary thing that you are telling them?




**HEADLINE**  
What you are telling them

"Because..."




---



**ASK**  
What you need them to do

"So that..."

---



**TASK**  
What you are there to do

"I am here to..."



# Content = What you will cover



Your aim is to accumulate all the content that you want to include, and then halve it. This forces you to edit down to what is most important (to your message and to your audience).

Get together scraps of paper or post-it notes – or go to the final page of this workbook for shapes to cut-up.

- 1 On each card/scrap write notes on one area of content that you may want to include.  
*E.g. research results, case study, process plan, recommendation,*

- 2 Mark them AB/CX for priority, focussing on your message and your audience:

**A** Definitely include

**B** Probably include

**C** May include

**X** Cut/Hide



## Set-Up



Choose which you will include:

- Introduce myself
- Set my credibility
- Set the context / background
- Share the agenda + timings
- State my message (or teaser)

## Close-Out

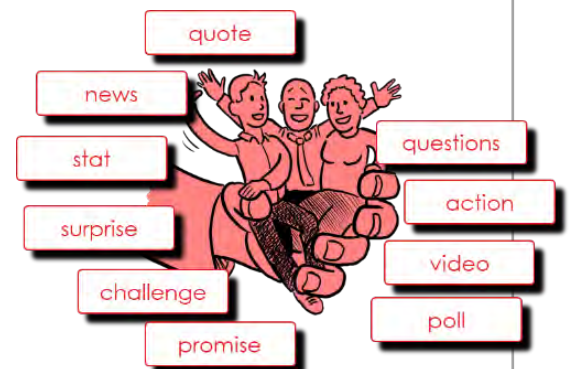


- Summarize my key points
- State my ASK / Next Steps
- Take questions
- (Re)state my message

## Grabber



Brainstorm ideas for a **grabber**, to hook the audience's attention from the start.





# Structure Map = the flow through your presentation



## SET-UP

Things you will cover at the beginning

Grabber .....

Introduce myself - - -

Set my credibility - - -

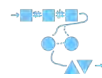
Set the context - - - -

Set agenda/timings -

State my message - - -   
*I am here to...*

*So that...*

*Because...*



## JOURNEY

Choose your mode of transport, then start sketching the route through your content:



A linear plan



Some flexibility



Fully flexible

## CLOSE-OUT

Things you will cover at the end of your presentation

Summarise key points

State my ASK - - - - -

Questions - - - - -

Close on MESSAGE - -

NEXT Steps - - - - -

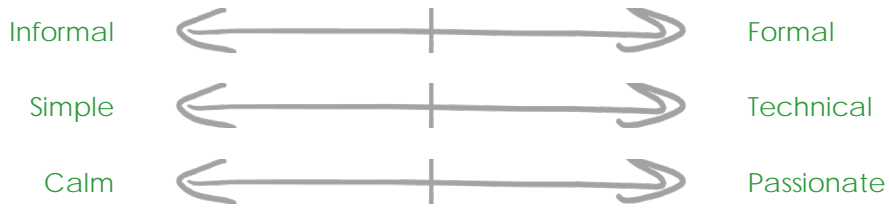
*Tips: Rely on headline plus directing text + Use lines to mark your path (dotted for optional routes)  
Add sketched images (easier for you to remember) + use colour to mark moving between topic areas*



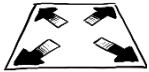
# Own Your Language



What style of language will be right for this presentation. E.g. Informal and Simple.



# Own Your Space



## Define It



Sketch the room you will likely be presenting in >>>

*Where will you stand/sit?*

*What are the sightlines like?*

*Where will you place visual tools?*



## Clean It

Nothing should distract from your message

*Remove visuals from other presentations*

*Any furniture (e.g. chairs) to move?*



## Walk It

Make the space feel familiar to you (and your feet)

*Can you get into the actual room?*

*When?*

*If not, can you mock-up a practice room?*



Sketch main visuals that you  
want to share >>>



*Which types of visual aid to use (e.g.  
whiteboard)?*

*What will my main agenda /  
overview slide look like?*

Remember:

*Your slides are NOT your script/notes!*

*Design a clear path through each  
slide.*

*Check the storyboard ('slide sorter' in  
Power Point) to see that slides look  
distinct.*



# Handling Questions



An audience that asks no questions is often an audience that has no interest in your message. We want them talking to us and asking pertinent questions.

	What Questions might you be asked?	Notes on Answers:
	Q	
	Q	
	Q	
	Q	
	Q	
	Q	
	Q	
	Q	

	<b>Your instruction to them on questions:</b> <i>e.g. they should ask questions as you go along or keep all to a dedicated section at the end.</i>
--	---

	<b>Appropriate responses when you do <u>not</u> know the answer:</b> <i>e.g. park-it (promise a follow-up) or crowd-source from the audience.</i>
--	--

	<b>Who might you want to share your presentation with beforehand?</b> <i>i.e. you can answer their questions during a preview – so as to answer their questions in advance.</i>
--	--



# Content = What you will cover



See page 2 for instructions. Cut along the dotted lines.

Lined writing area for content entry.



Lined writing area for content entry.



Lined writing area for content entry.



Lined writing area for content entry.



Lined writing area for content entry.



Lined writing area for content entry.



Lined writing area for content entry.



Lined writing area for content entry.



Lined writing area for content entry.

