



## Why bother?

The quality of your presentation and the information in it determines how listeners will perceive your message and what impact it will have on them. If you go the extra mile to create **clear** and **digestible content** while following the **best practices of effective presentation**, you'll get better results.

### An effective presentation will:



GIVE THE FIRST IMPRESSION



BUILD CREDIBILITY



ENSURE UNDERSTANDING



PROMPT FURTHER ACTION

### If you give an effective presentation, the listeners will:



LEARN SOMETHING NEW



GET INSPIRED



LEAVE WITH A LASTING IMPRESSION



BE ENCOURAGED TO TAKE ACTION



RECONFIRM THEIR TRUST IN YOU

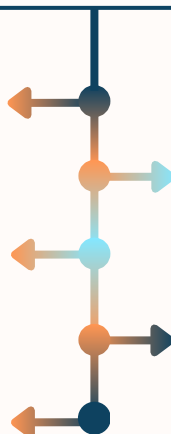
An effective presentation stands out. It has a number of characteristics that take it to the next level: clear, easy-to-understand, and persuasive.

### A presentation is effective if it is:

VISUALLY CLEAR AND CONCISE

SMOOTH AND HAS A NATURAL FLOW

FILLED WITH ENGAGING VISUALS



EASY TO DIGEST IN REAL-TIME, WHILE LISTENING

PRESENTING MATERIAL THAT IS TRUSTWORTHY, CREDIBLE, AND "EXPERT" LEVEL



## Top Tips - How to make an effective presentation

Preparing an effective presentation is just as important as actually presenting. When creating a presentation, there are a few things to keep in mind.

### 10-20-30 RULE

There should be no more than 10 slides, each taking no longer than 20 minutes to present, and using at least a 24-point font. Do not use too many words; keep it simple.

01

### DON'T GET TOO DETAILED

Being concise with your content means avoiding unnecessary details and focusing on delivering the key points effectively.

02

### TAKE AWAY MESSAGE

Have a clear takeaway or central message that the audience can leave with. This should be simple to remember and easy to share.

03

### PRACTICE MAKES PERFECT

Become one with the material you are presenting by refining and adjusting your presentation to accommodate the time available, getting comfortable with the flow of your content, and watching online talks and presentations to create your presenting "style".

04

When the time finally comes to deliver the presentation, you will use what you have practiced as a guide. It's important to remember that **confidence is key**: if you know your material well, it will translate to the audience.

## Things to keep in mind:

THE AUDIENCE IS HERE FOR YOU  
- THEY GENUINELY WANT TO  
HEAR WHAT YOU HAVE TO SAY!

PEOPLE WANT YOU  
TO DO WELL!

BE CONFIDENT! YOU ARE AN  
EXPERT OF THIS INFORMATION  
AND YOU KNOW IT BEST.



Realizing that people want to hear what you have to say and want you to succeed can help calm your nerves and make you a better presenter. Trust your materials, trust your practice, and, above all, trust yourself!

This guide was inspired by the information from these sources. Take a look at these websites to read further!

1. **Harvard Business Review** (<https://hbr.org/2013/06/how-to-give-a-killer-presentation>)
2. **Venngage** (<https://venngage.com/blog/how-to-make-a-good-presentation>)
3. **BetterUp** (<https://www.betterup.com/blog/how-to-give-a-good-presentation>)
4. **California's SCDD** ([https://scdd.ca.gov/wp-content/uploads/sites/33/2016/08/2017.SSAN\\_.Handout.3.07.pdf](https://scdd.ca.gov/wp-content/uploads/sites/33/2016/08/2017.SSAN_.Handout.3.07.pdf))