



PRESENTATION DEVELOPMENT CHECKLIST

	ACTION STEPS	KEY ELEMENTS	v
LAY FOUNDATION	1. Define Objective	<ul style="list-style-type: none"> • What do you want your audience to <u>do</u> or <u>think</u> as a result of this presentation? 	
	2. Confirm Logistics	<ul style="list-style-type: none"> • Time allowed, room, facilities and AV equipment. • Who else is speaking? If multiple speakers, what is your position in the line-up? 	
	3. Analyze Audience	<ul style="list-style-type: none"> • Who will be attending? Why are they there? Who are the decision-makers? • Who are your allies and potential challengers? What do they stand to gain and lose? • What is their current level of knowledge and interest? What questions will they have? • What do they need to know to take the action(s) you identified in Step 1? 	
	4. Define Presentation Persona	<ul style="list-style-type: none"> • Determine 2-3 attributes you feel you must project to achieve objective and be successful. 	
BUILD PRESENTATION	5. Define Core Message	<ul style="list-style-type: none"> • 1-3 sentences that are distilled essence of your speech. • Action-oriented and audience-focused: emphasize what's in it for them. 	
	6. Identify Key Points	<ul style="list-style-type: none"> • Ideal is three key points; may have up to five if absolutely necessary. • Address questions and knowledge gaps audience is likely to have. 	
	7. Develop Content	<ul style="list-style-type: none"> • Provide proof/support for key points. • Use analogies, examples, quotes and personal stories to illustrate. 	
	8. Create Visual Aids	<ul style="list-style-type: none"> • Use to highlight and reinforce key points. • Keep simple; one idea per visual. 	
	9. Develop Opening, Closing & Connections	<ul style="list-style-type: none"> • Opening: Grab attention; introduce topic; set tone; include overview. Memorize. • Connections: Relate to core message; show relationship between key points. • Closing: Restate core message; include clear call to action. Memorize. 	
	10. Rehearse, Rehearse, Rehearse	<ul style="list-style-type: none"> • Rehearse out loud and in "real time", using movement, gestures, visual aids, etc. • Have someone else watch and critique you; video or audio tape yourself. 	
	Deliver Presentation		
	Review & Assess		