

Plan and Prepare Your Presentation

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Plan presentations that communicate effectively

Types and purpose of presentations

We shall focus on training sessions but the principles are easily adapted to any other form of presentation:

- Information, research talk, request, etc.
- Presented face-to-face, online or for individual learning

Presentations all have one thing in common, their purpose is **to cause a change in the behaviour** of the audience or learners.

Plan your presentation before you start making slides

You will save time and create a far more effective presentation if you take the time to plan and structure it. Apply the techniques you have been learning.

Create slides that communicate

Use visual and cognitive design principles to make your slides communicate effectively.

Your slides support your session.
They are not the session!

Plan your presentation
before you start
making slides

Everything depends on your objectives

Objectives
of session

Competencies



Performance criteria



Learning gaps



Training needs



Learning outcomes



Session objectives

Objectives for the session

Being clear about what you want to achieve is crucial:

- Everything you do in your session supports your objectives.
- Every object and all text on each slide is there to support these objectives.

For a **training session**, your objective will be a subset of the learning objectives, which were a result of your training needs assessment. They will be based on the required job competencies and their associated performance criteria.

For **other presentations**, ensure you have very clear goals and remember that all sessions are to bring about some form of **change in behaviour**.

Focus on **changes** you want in your audience

Objectives
of session

Analyse your
audience

Think-do-feel change table

Topic		
Objective or competency		
Changes	Now	After
Think		
Do		
Feel		
Why do they think and act this way?		
Constraints and barriers: What is stopping them from changing?		
Catalysts and support: What things are encouraging change? What's in it for them?		
Strategy: How will you facilitate these changes?		

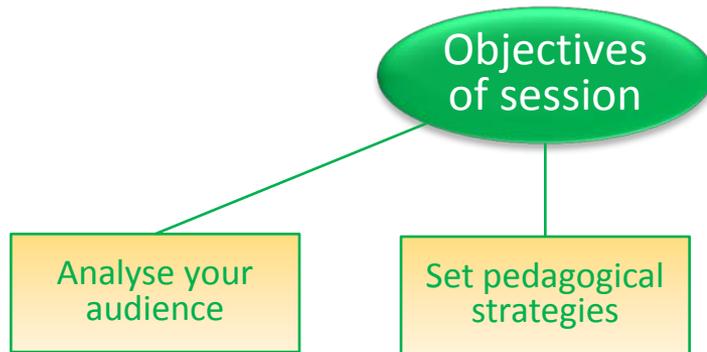
Analyse your audience

Because you want to help bring about change in your audience it is essential that you understand them and their needs.

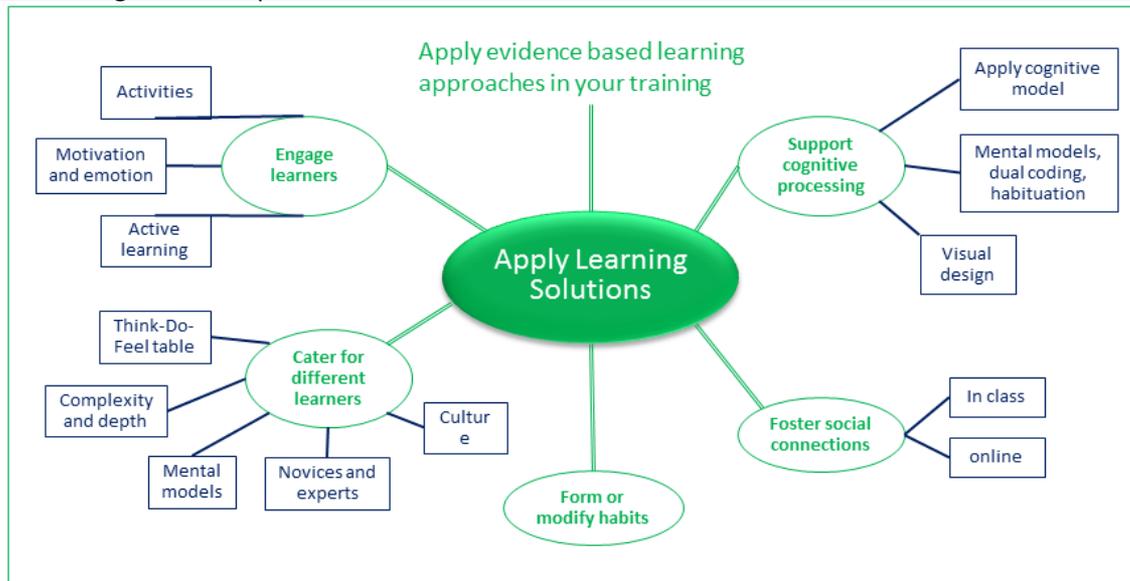
Use a **Think-do-feel change table** to analyse the required changes and how to facilitate them.

If you have already done one for the broader topic you may consider revisiting it for the individual session.

Presentation success depends on your pedagogical strategy



Learning Action Map



Set pedagogical strategies

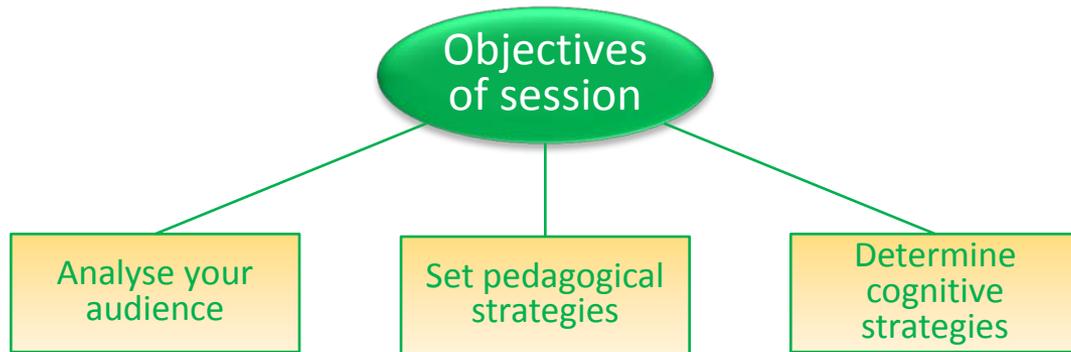
A training session occurs in the context of a broader strategy (your learning solutions).

For any presentation you will require strategies to:

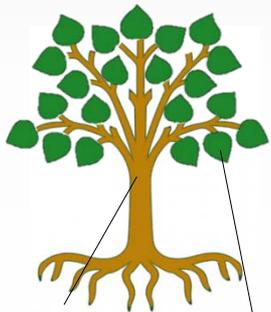
- Engage your audience
- Actively involve your audience - use activities
- Cater for different learners
- Foster connections amongst them and between you and them

Keep these strategies in mind as you develop your presentation.

Manage the **cognitive load** of your learners

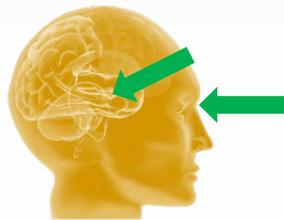


Mental models



Framework (model) + Details

Dual coding



Separate visual and verbal channels

Assertion-evidence

Statement as heading

Understand a slide's meaning in 3 seconds



Determine cognitive strategies

Often we inadvertently overload our learners or audience and flood their working memory. We can minimise this if we manage their cognitive load:

- **Guide your learners.** Provide mental models or frameworks, especially for novices.

- **Simplify: Include only necessary detail.** Don't expect them to take in more than essential points. Extra detail can be in a handout.

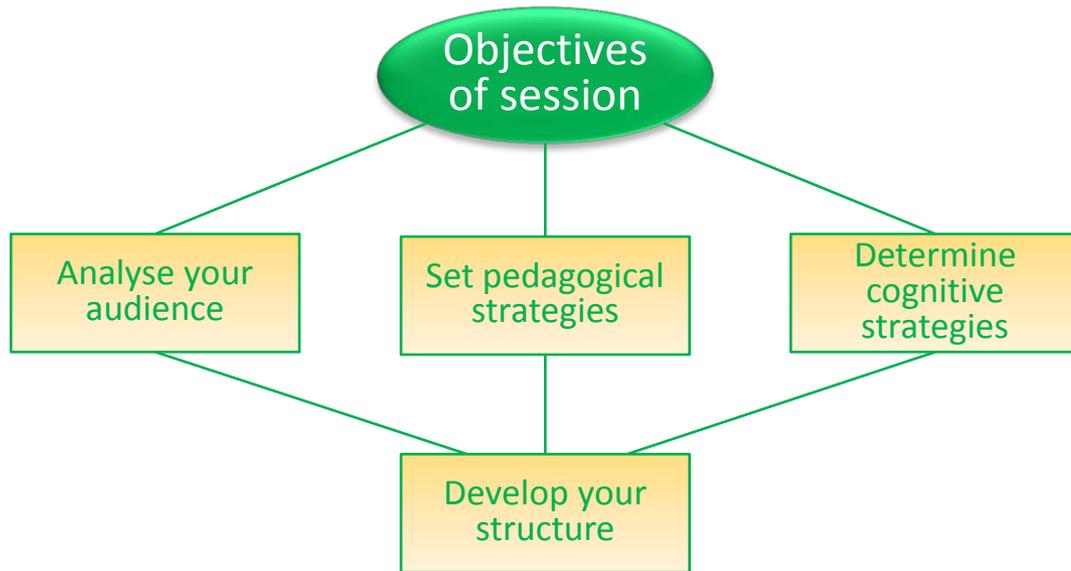
- **Provide a context** for the session – why it matters, how it will be of use to them.

- Optimise visual and verbal content - **increase visuals and minimise text.** Don't ask them to read and listen at the same time.

- **Use an assertion-evidence approach** – your key points as a statement with supporting (mainly) visual evidence.

- **Turn data into information** – don't make them hunt for meaning

Develop your session **Structure**



Develop your session structure

The structure should be clear to you and to the audience. It will be based on your foregoing analysis and strategies.

Develop your structure on paper or with sticky notes. **You need a plan before you open PowerPoint** or other software.

Examples of structures

Context – problem to be solved and how it will help them

→ Solution
→ Examples
→ Practice
→ Review

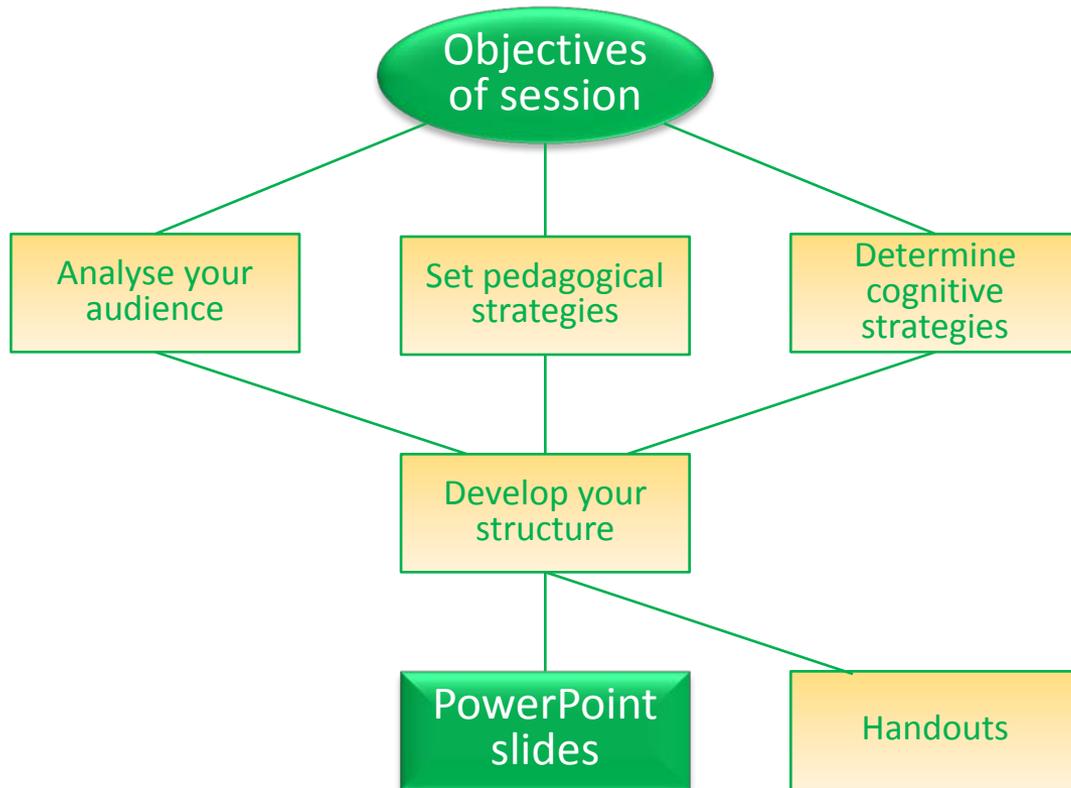
→ Assertion
→ Evidence
→ Assertion
→ Evidence
→ Conclusion

→ Menu
→ Hyperlinked sections
→ Conclusion

Your structure

Call to action – what you want them to do now

Develop your session **Resources** – slides and handouts



Good slides make a bad handout.
A good handout makes bad slides!

Develop your session resources

Now that you have your plan it's time to implement it.

PowerPoint slides (or other software)
Follow a systematic approach based on your plan and design principles

Handouts

Design handouts to complement your slides. They will contain summaries and details include visuals.

Do not just print your slides.