

## Tips for writing a presentation

**Step 1** Think about your audience

- What are they interested in, what brings them together as a group
- What do you want them to know?
- What demographic are they

**Step 2** Write down your key message on a sheet of paper (4 – 5 words)

**Step 3** Write everything you can think of connected to your key message around it. EVERYTHING.

**Step 4** Group your thoughts together into the following categories by labelling each point on your piece of paper as follows:

1. Must know
2. Useful to know
3. Supporting information

**Step 5** Take all your '1's' and prioritise the top points, at most you should have six points but ideally just three. Order these points in a way which works for you and which you feel flows. Play around with this if you need to. This will form the basis of your talk so it needs to flow comfortably for you.

**Step 6** Identify which of your '2's' and '3's' match up with your key points, your '1's', and use these to develop your content.

**Step 7** Draft key points/diagram/slides based on your work to guide you as you talk.

### Top tips

Do not overload your audience. Try to keep your themes / topics to three at the most.

Consider what your focus point is in your talk - a question, story you tell – be emotional, descriptive, personal with this, a quote or an 'imagine if...' scenario

Choose a case study, or two, which helps illustrate your key message. Think about why you have chosen that case study and how you can include that in your talk, it will help add authenticity and passion to your presentation. See the case studies on the Resource Library.

Do you want to make use of any props to support your talk? See some ideas in the 'Talk Activities' folder on the Resource Library

If you do not have the capacity to use slides, or you just prefer not to use them, think about how you could make your talk visual for your audience. Could you print out some images from our case studies or ask us to print them out for you. You may want to listen to the narrated version of the PowerPoint available in the Resource Library and make some notes based on this.

Know your audience – what can you learn about your audience to help you prepare your talk. How are you connecting with them through your talk, what is your aim for the event.

Thank your audience for inviting you and for their interest in Shared Interest.

Tell stories, share images / film where you can to build authenticity and give a voice to our customers. See films on Shared Interest website / the Resource Library

Be compelling, logical, credible and compassionate in your delivery – see also 'How to Guide' on the Resource Library