THE GEPLE PROJECT

Gender Equality Political Leadership Education

How to: Prepare a Presentation

1. Think about the audience

2. Think about the subject

3. Think about the goal of the presentation

4. Do the homework, and map out the talk

5. Work out the key elements or blocks within the talk.

6. Link it so that you can move smoothly from one block to the other.

7. Reconstruct blocks in the light of 1 to 3 to ensure that it works.

8. Identify headings (i.e. the links).

9. Vocalise it. Practice getting from block to block.

10. Visualise the talk. This must be the LAST Step.

STAGE 1: Thinking About the Talk

1. Find out exactly who the audience is? What is their perception of you and what you represent, and what do they already know about the topic? What is their level of knowledge and interest?

2. Plan your message(s).

3. Set goals for your presentation. What do you want to achieve through this communication and remember to think about the 'after image' you want to leave with your audience?

4. You select your message based on what must be said to your audience – Point 1 – to achieve the desired 'after image' – Point 3.

5. Your message is what is said during your talk.

6. Your goal is how you wish your audience to react.

STAGE 2: Preparation

7. Write down the things you intend saying. Some people just like to write a few points on the back of an envelope while others like to write in detail.

8. Once you have committed your ideas to paper then break them into clear blocks of information.

9. Work out links. Remember we said that people never get lost in the blocks. It is always in the linking. Good talks flow smoothly.

10. Reconstruct the talk. You'll have found that certain blocks, no matter how you link them, don't flow into one another. So, change the blocks around.

11. *This is where most people get it wrong. When we write, we usually follow a logical sequence, and assume we have to deliver the talk in this sequence. In the best talks, the blocks are completely interchangeable*.

STAGE 3: Get Ready to Deliver

12. Identify Headings. These are the new links decided because of Point 7. Don't write down bald headings. Write meaningful ideas, the illustrations of the points you wish to make. It is better to write questions, instead of abstract points.

13. Vocalise the talk. That is, say chunks of it (the blocks) out loud, but don't rehearse it. Rehearsing tends to make you learn off by heart, which nearly always causes a speaker to come across as false. Instead pick part of the talk, say from the beginning of Block 2 through to the end of Block 4.

14. What visuals do you need? It is only when you try to talk through certain parts of your presentation that you clarify it for yourself in your own mind. It will become apparent to you that you are having difficulty explaining some concept or other. Now, you should ask yourself might this be better explained by way of a picture, slide, demonstration, diagram etc. Decide what visuals you need to enhance the communication.

15. *Only use visuals that genuinely serve a purpose – to enhance the communication*