

How to Write a Presentation That Works Every Time

Introduction – Write after the Conclusion

Tell them what you are going to tell them

(That is, tell them what the training is about)

Get their attention straight away with a startling fact, statistic or image.

Give a brief line or two about you including why you have the right to be standing in front of them.

Then write the rest of your introduction in a way that lets your audience know you understand their problems, interests and concerns.

Body – Write last

Tell them *(That is, give them the content)*

Divide the content into sections of bite-sized chunks of information.

Each section follows this format:

1. An introductory sentence or two
2. Content
3. Confirmation of learning - ask questions, group work, exercises
4. Link – with a sentence or two to the next section

Use the same format for each section.

Conclusion – Write first

(When you write the conclusion first, your presentation will stay on track. It will be focused on your objectives, which deal with the problems and concerns of your audience.)

Tell them what you told them *(That is, summarise the session)*

Give feedback on how they performed. Let them know how important this training is to help them excel in the workplace.

Future – Give details on future training.

Thank them

✓ *Incorporate appropriate humour wherever you can*