



## ARCHITECTING PRESENTATIONS

### Learning Objectives

This hands-on one day program is designed to prepare participants to effectively create presentations that engage and inform their audience.

By the end of this workshop participants will be able to:

- Assess a current presentation against best practices
- Determine audience demographics, attitudes and needs
- Describe the language of IT compared to the language of business
- Identify the impact of jargon on the audience
- Craft information in a clear, concise and professional manner
- Leverage best practices in opening a presentation
- Demonstrate a greater ability to tell stories
- Identify the five drivers of memorability
- Describe the attributes of highly effective visuals
- Practice strategies for handling audience questions and comments

Perfection is achieved, not when there is nothing left to add, but when there is nothing left to take away." - Antoine de Saint Exupery

## PROGRAM FLOW

### KEY CONTENT AREAS

#### Welcome

- Introduction
- Learning Objectives

#### Baseline Presentation

- Find the Mistakes – 20 Common Errors

#### Presentation Purpose

- Begin with the End in Mind
- Think, Feel and Do
- Informative, Persuasive, Instructive and Collaborative

#### Developing the Message

- Audience DNA (Demographics, Attitudes and Needs)
- Application
- Language of IT to Language of Business
- Curse of Knowledge and Use of Jargon

#### Presentation Structure

- SCQA Structure (Situation, Complication/Challenge, Question, Answer)
- Italian Vacation Activity
- Application
- Craft a Compelling Narrative

#### Great Openings

- Line to Line Activity Storytelling
- Stories You Should Know How to Tell
- Quotes, Questions and Statistics

#### Design

- Everyone is a Designer
- Design Principles (Contrast, Repetition, Proximity, Alignment)
- Displaying Numerical Data
- Sequence, Font, Animation and Builds
- Application

#### Dealing with the Audience

- Challenging Behaviors
- Hot Seat Activity

#### Workshop Close