

# PRESENTING FOR IMPACT

title of your presentation

Take notes about how you plan to address key aspects of an effective presentation.

**1 SET THE STAGE.** The first moments are among the most important. That's when you gain attention, establish a connection, and begin to foster the engagement necessary for learners to act on the knowledge and skills you'll share.

## EXCITE INTEREST.

How will you gain learners' attention? A challenge? A personal or news story? An interesting question, quote, or image?

## CONNECT PERSONALLY.

How will you help learners see the potential application of the material you present in their own life and work?

## ASK FOR PARTICIPATION.

What opportunities will you provide for learners to participate and commit early in your presentation?

**2 CRAFT THE CONTENT.** Make sure the amount of content you present to learners is manageable, focus the learners' attention, and support long-term retention and application.


**CUT AND CHUNK.**

What content is essential for achieving the desired learning objectives? How will you segment the essential content?



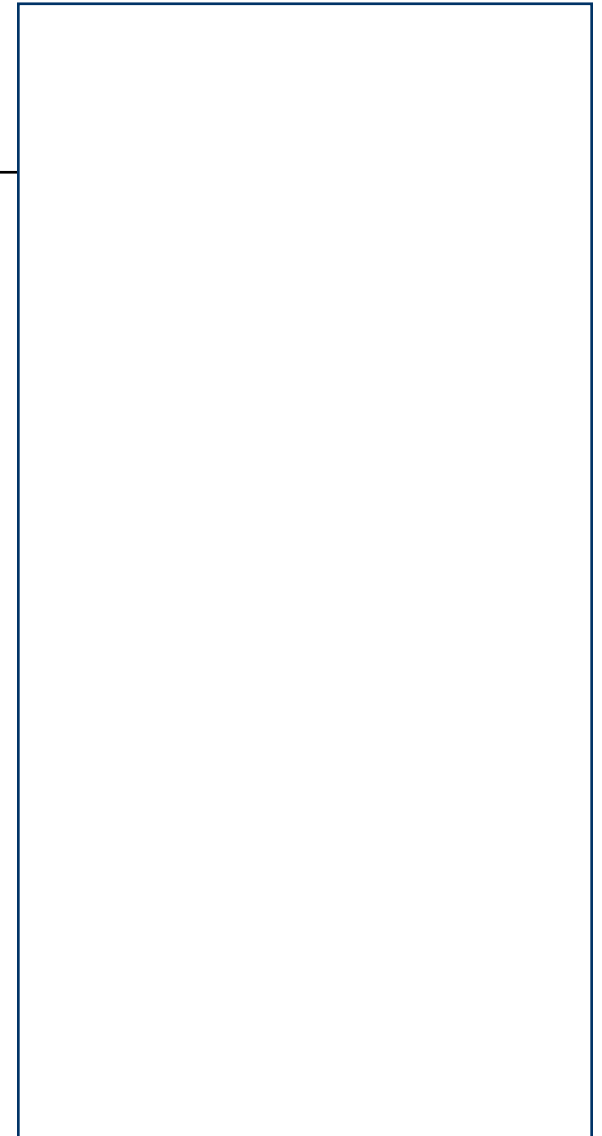
**MIX MEDIA MEANINGFULLY.**

How will you use different types of media to support learning in ways that don't increase cognitive load?



**SPACE AND REPEAT.**

At what points in your presentation will you revisit the most important concepts and ideas?



**3 PROMOTE PARTICIPATION.** In order to learn, learners must make an effort. As a presenter, you should provide clear opportunities for learners to participate.

**PROMPT AND PAUSE.**

When will you ask learners to participate?  
How much time in your presentation will you allocate so learners can participate?



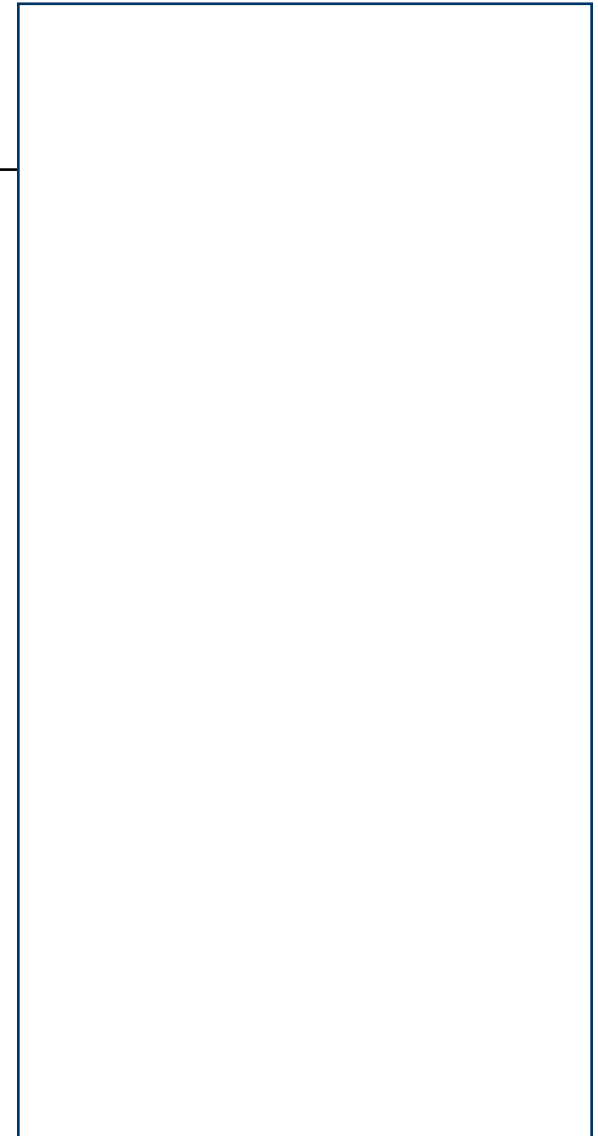
**MIX METHODS MEANINGFULLY.**

What forms of participation will you use? Reflection questions? Chat contributions? Assignments?



**FURNISH FEEDBACK.**

What kinds of feedback will you offer learners to help them better understand, remember, and apply the content?



**4 FRAME THE FUTURE.** Help learners understand that, after the presentation, they should periodically revisit and engage with the key concepts and ideas you cover. Provide—or help them find—opportunities to do that.

**CREATE A SKETCH.**

What are next steps for applying the content? How can learners connect the content to their larger goals?



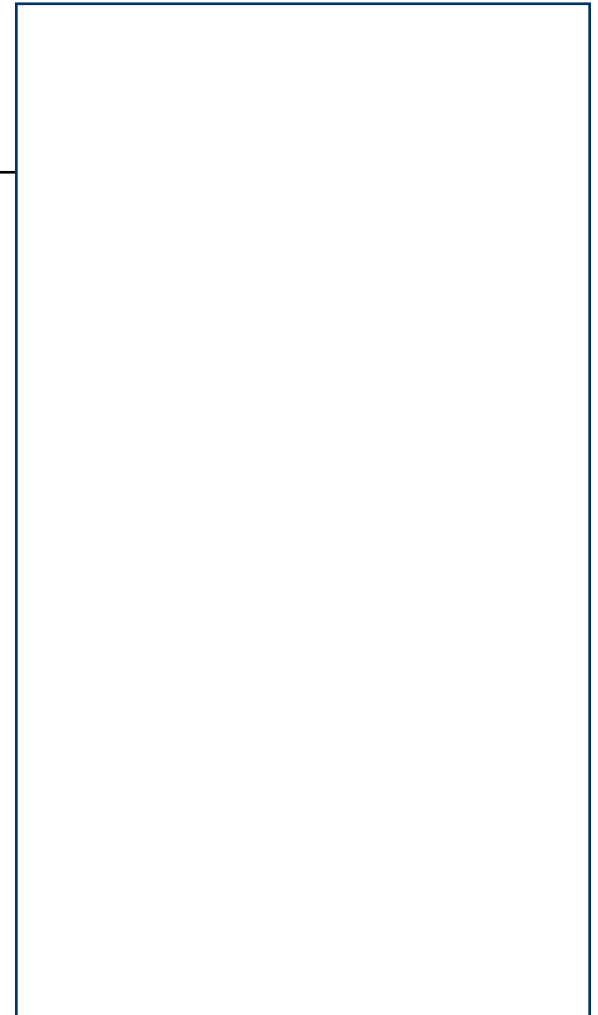
**PROVIDE RESOURCES.**

What resources will you provide to help learners dig deeper and to support them in applying specific content?



**ENCOURAGE ACCOUNTABILITY.**

What commitments will you suggest learners make to help them continue to learn about and apply the content?



After you've developed and delivered the presentation, evaluate how effective you were in setting the stage, crafting the content, promoting participation, and framing the future. Take notes on what worked, what didn't, and how you might improve in the future.