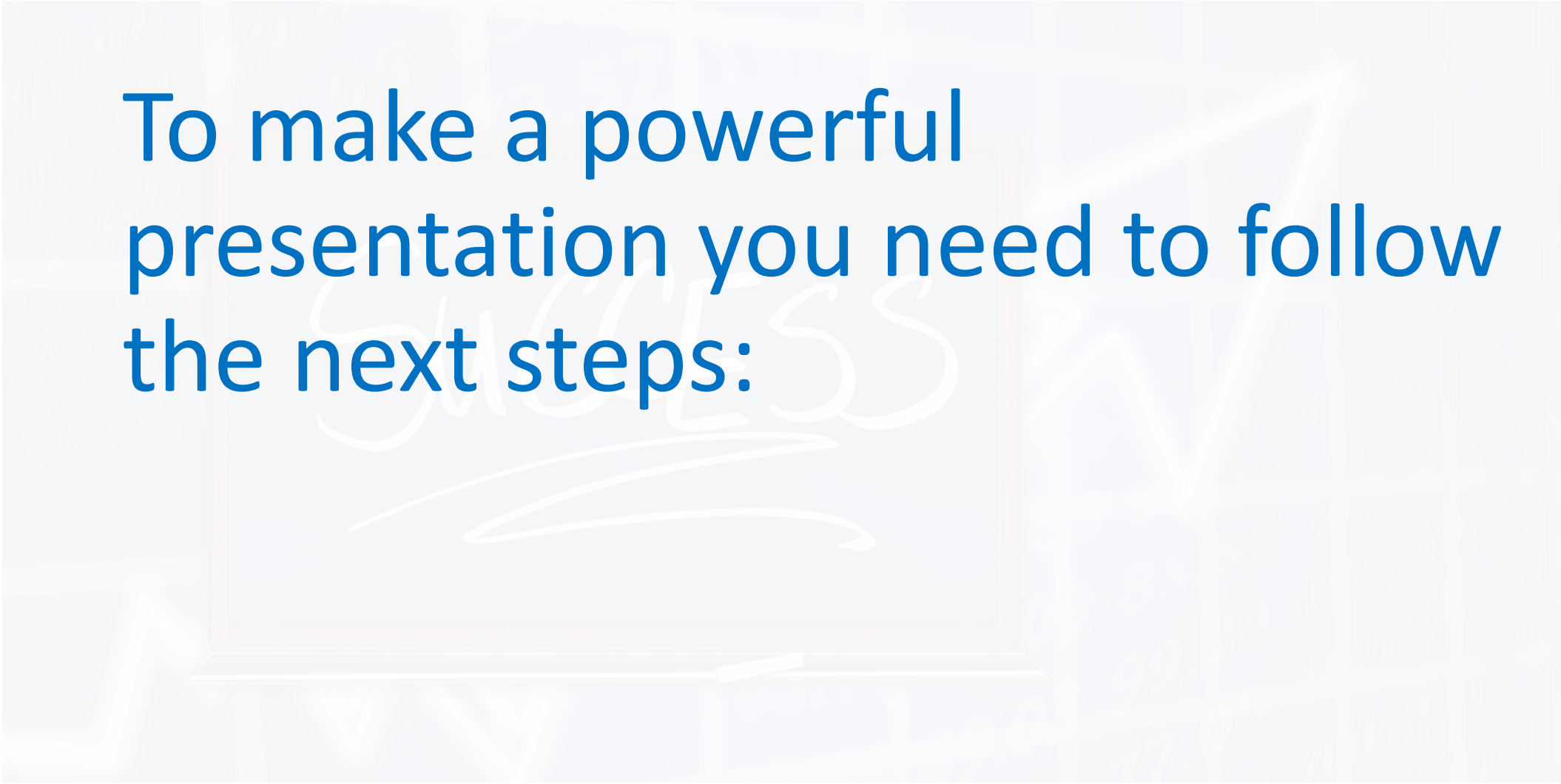




# HOW TO MAKE A POWERFUL PRESENTATION



To make a powerful  
presentation you need to follow  
the next steps:

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# STEP 1

## DECIDE ON THE TOPIC

- ☐ What are you going to speak about?
- ☐ Is this topic interesting and new? Will speaking about it bring you success?
- ☐ What your audience know about your topic and what they do not know?

# STEP 2

## FIND OUT WHO YOUR AUDIENCE IS

- ☐ Are you going to present to colleagues of your department? To your future clients or customers who might be either adults or children?
- ☐ Are you going to present your business idea to a commission to win a grant?
- ☐ Do you want just to inform or to promote your business?

# STEP 3

## SELECT APPROPRIATE MATERIAL

- ☐ Include only relevant information
- ☐ Do not overuse dates and figures (unless it is necessary) – give examples
- ☐ Organize the material in a logical order – choose three points to discuss within your presentation

# STEP 4

## FOLLOW A STRUCTURE

- ☐ Opening
- ☐ Main part
- ✓ Part 1
- ✓ Part 2
- ✓ Part 3
- ☐ Conclusion

# STEP 5

## WRITE A DRAFT

- ☐ Do not avoid the stage of drafting
- ☐ Read the written draft and pay attention to the information which is not relevant, remove unnecessary information
- ☐ Add new information which helps understand you better

# STEP 6

## PREPARE VISUAL AIDS

- ☐ Think what information is the most important and how to represent it on slides
- ☐ Do not place texts on a slide
- ☐ Follow the “rule of five” – no more than five bullets on a page with no more than five words in a bullet



# STEP 7

## REVIEW, REFINE, REHEARSE

- ☐ Rehearse your presentation with slides
- ☐ Record yourself and see how the presentation looks as an audience member
- ☐ Improve weak places in your presentation