



Present at Work

The original one-page guide to better presentations



Know Your Audience

Who is the audience? What is the purpose? What is your message? Why should they care? Be relevant.



Call to Action

What do you want the audience to do for you? Do you want support, approval or money? Always ask. Never just inform.



Start With Paper

Before you open PowerPoint you want to create your script using pen and paper. Think it and ink it before you design it.



Use a Structure

Structure your talk. Make it easy to follow. Use a structure that fits your topic with a beginning, middle, and end.



Use The Rule of Three

Use the rule of three to prioritize and make your points more memorable. Three points are great. One is even better.



Create Visual Slides

Say goodbye to wordy, busy and boring slides. Instead, build simple slides. Use more high quality images and less text.



Use Simple Language

Use language that everybody understands. Drop the jargon and avoid acronyms. Keep your language simple.



Share Your Stories

People don't remember data, but they remember stories. Stories make people feel. Use a story to illustrate a point.



Show Relevant Numbers

Avoid the Excel table. Prioritize your data. Only show numbers relevant to your message. Highlight trends and key figures.



Put Details in Handout

Keep your presentation simple and focused. Put additional data and supporting materials in a handout.



Prepare & Practice

Want to be a better presenter? Then prepare and practice. Take the time to do it right. Get feedback. Adjust. Don't wing it.



Show Your Excitement

If you are not excited about your own candy, don't expect other people to eat it. Show you care. Bring energy. It starts with you.