

HOW TO

BUILD **POWERFUL** **PRESENTATIONS**

A QUICK-GUIDE FOR
CREATING PRESENTATIONS
THAT CAPTIVATE AND MOTIVATE

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INTRODUCTION

In this e-book, I share with you an easy and straight-forward process you can use to build a highly effective messages to their audiences. I don't hold back and I get straight to the point. No fluffy stories and no beating around the bush to fill pages with words. Neither of us have time for that. In fact, I'd rather have you spend your time creating and practicing you presentation.

I break this book into 10 key steps of presentation building. This book has been created to be a guide and reference. I encourage you to read it through the first time from beginning to end and learn each of the key steps. Then as you begin to build and practice your presentation, refer back to each of the sections as needed.

If you find this book helpful, please recommend it to your friends, family, and colleagues. They can get it by visiting DrJasonJones.com.

Let's get going!

- Jason Jones, Ph.D.



A man in a grey blazer and patterned shirt is standing and pointing at a whiteboard with a marker. He is smiling and looking towards the camera. In the foreground, several people are seated at a table, looking towards the man. The background shows a modern office setting with large windows and a whiteboard.

STEP 1

Determine Your Goal

The first thing you must do is to determine the goal or goals of the presentation. If you have requested to give the presentation then you probably already have a good idea of what you want to communicate to people. That's a good start, but you have to become very clear about what you want each audience member to do as a result of listening to your presentation.

If you have been asked to present, you will want to gather information to know exactly why you have been asked to present, what value you are being asked to provide, and what is the expectation of the audience. You also want to determine what you want the each person in the audience will do as a result of your presentation.

Here are a few questions to consider:

- Why am I the right person to give this presentation?

- What do I want each audience member to do as a result of the presentation?

- What does the person who asked me to present want the audience to do as a result of the presentation?

- What do I want the audience to do, think, or feel as a result of the presentation?

- What does success look like for this presentation?

- What information help does the audience need?

In the box below, state the goal you want to achieve with the presentation

Presentation Goal (s)

A man in a pink shirt and striped tie stands in the center, smiling and looking down at his hands, which are holding a small yellow object. He is surrounded by several people seated at a long table in a bright, modern office setting. The background shows large windows and a clean, professional environment. The right side of the image features a large yellow area with a blue diagonal stripe.

STEP 2

Know Your Audience

It's easy for us to begin to build a presentation by thinking about what we want the audience to know or learn. This is a dangerous mindset to begin the presentation building process. This is why we started with the goal. Similar to the goal, we must know who the audience is and understand the characteristics and needs of the group. Keeping the needs of the audience as the primary focus will help you meet their needs and create value for them.

Begin learning about your audience and gathering information about them as soon as possible. It is ideal to have your audience analysis completed before even starting the presentation building process. This, however, is not always possible due to time constraints. You will want to at least start the process as soon as you possibly can.

Here are some questions to consider that will be helpful as you seek to understand your audience and build your presentation.

- How many people will be in the audience?

- Where will the presentation take place?

- What is the demographic make-up of the group?

- What makes the audience unique?

- What are the current challenges of the audience?

- What are the roles/jobs of the audience members?

- Does the audience have similar jobs?

- Is the audience from the same organization, team, city, etc.?

- What does the audience want to get out of the presentation?

- What are they expecting from you?

- How familiar is the audience with your topic?

- What objections or pushback might you receive from the audience?

To get the best and most timely information about your audience and to answer the questions above, interview three or four audience members. Your goal is to better understand how you can connect with the audience and provide value to them.



STEP 3

Craft Your Ultimate Point

After determining your goal and gaining a better understanding of your audience, you are now ready to begin writing the core message you want to communicate to your audience. While there are a

lot of things you will say and several points you will make, it is important to create a central message that you want each person to understand, remember, or action you want them to take.

Here are a few questions that can help you determine the core message.

- What is the one thing you want them to hear?

- What is the one thing you want them to understand?

- What is the primary action you want each person to take?



STEP 4

Build Your Key Points

Now that you have created your Ultimate Point, you can now determine the key points of your presentation. The key points are the two to four ideas that you want to communicate that will support your perspective, provide information, or persuade people to action.

This is the fun part and where you get the opportunity to explain why and provide evidence for your ultimate point. This is where you must be thoughtful and creative to choose points and words that move people.

For example, if you are giving a presentation to your team with the ultimate point of “Three Benefits of giving to United Way” you might brainstorm the following key points and choose the best three.

- *Giving helps people who are trying to help themselves.*
- *Giving helps make your community a better place.*
- *You can determine where your donation is used to help others.*
- *Donating gives you a good feeling you can't get many other places.*

At this time you just want to write out the key point sentence only and not write out all your thoughts around this point. Of course, you can take some notes. I love using sticky notes for this kind of process because you can rearrange them when putting together your final product.

- What are the key points that support your Ultimate Point?

1. _____
2. _____
3. _____
4. _____
5. _____

A woman with short dark hair, wearing a white button-down shirt and blue jeans, is smiling and holding a black pointer stick. She is standing in front of a brick wall. In the foreground, the backs of several audience members' heads are visible, including a person with long brown hair and another with short dark hair. The image is partially overlaid by a large yellow triangle on the right side and a blue diagonal stripe.

STEP 5

Generate Your Call to Action

A “Call to Action” is what you will ask people to do in response to your presentation. This is similar to the Ultimate Point, but it is more action oriented. This is specifically what you want to encourage or challenge people to do within the next 24-48 hours.

For example, if you are giving a presentation about a new application called the “Productivity Producer” that you are selling, your Call to Action might be one of the following:

- Stop wasting your valuable time and start getting your life organized by purchasing the Productivity Producer now.*
- Purchase the Productivity Producer app for only \$20.00. This discounted offer will end in 6 hours.*
- Invest in yourself with the Productivity Producer today.*

Examples for giving to the United Way could be:

- Change a life and make your commitment now!*
- Make a difference and donate today.*
- Begin building your legacy of giving today. It starts with a simple commitment.*

Notice that each Call to Actions has three core components.

- 1. They have a specific action. (purchase, make a commitment, donate, etc.)*
- 2. They have a positive emotion. (stop wasting time, invest in yourself, make a difference, etc.)*
- 3. They have sense of urgency. (today, now, within the next 6 hours, etc.)*

What is your Call to Action?

STEP 6

**Construct Your Power
Opening and Closing**



Most people in your audience will decide to engage with your presentation within the first 20 seconds. That's right! You only have a few moments to hook them.

It's important to plan carefully for the opening. The best openings use a story that grabs attention and creates intrigue. People love stories and our human brains connect with the best when we are hearing a story.

Think about a story that illustrates your Ultimate Point and creates a sense of anticipation for what else you will say during your presentation. Make sure the story is related or you will lose credibility and the audience will stop listening. Try to make the story no less than one minute and no more than four minutes. Here are some guidelines to help you tell a story effectively.

Don't be boring. Tell your story with enthusiasm. Vary your tone, volume, and use inflection.

Tell a true story. True stories intrigue people and create curiosity.

Tell a story about you. Stories about your life and

experiences help people get to know you better. Be careful not to sound like you are bragging on yourself. This will hinder trust and lower your credibility.

Provide details. The more detailed you can be the better. Explain the setting, the time, and the situation. Give details and characteristics about the people involved in the story.

Build in conflict. The best stories have some kind of conflict, problem, or challenge. People want to find out how the main character (you or someone else) resolves the challenge and hopefully wins.

Use body movement to tell the story. Using gestures, facial expression, body movement, and even acting out part of the story helps the story come alive. It brings people into the story.

Create a solid ending. Just like telling a joke, the ending is the most important part. Create a sentence or statement that ends the story with an "ah-ha", a win, accomplishment, lesson, or feeling of success. This takes thought and intention. The goal is to make it easy for the person to apply the story.

Don't over-apply. With a solid ending to the story,

your audience should be able to apply it to their life and the topic you are presenting on. If you need to apply it, do it in one sentence. Be sure not to over-explain or to sound like you are teaching a child how to interpret the meaning or moral of the story.

Enjoy telling it. *The best stories are the ones that you like to tell. You enjoy seeing people listen, visualize it, laugh, engage, and apply it. Have fun with it.*

Each time you tell a story you will get better and

better at it. Reflect on what connected with people and what didn't. Keep upgrading and evolving your words to be more descriptive and impactful.

You will want to apply the same ideas to creating a story near the end of the presentation. This will be your closer and the idea for the closing story is to support your Ultimate Point and to set up your Call to Action.

- What stories could you tell that will support the Ultimate Point of your presentation?

Story 1:

Story 2:

A man in a dark suit and patterned tie stands next to a whiteboard, pointing at a diagram with a blue marker. He is looking towards a group of people seated at a table in the foreground. The whiteboard shows a flowchart with boxes and lines. The scene is set in a bright, modern office environment. A large blue diagonal stripe runs across the right side of the image, separating the photo from the text area.

STEP 7

**Develop Your Key Point
Content**

At this point you should have a solid outline created by using the presentation builder worksheet. Now that you have a clear picture of your audience needs, ultimate point, key points, and your Call to Action, it's time to build some meat around the bones (your key points).

I save this particular step for now because it is important to have a very clear picture of your entire presentation before adding the supportive detail to your key points. This is what we call the meat of your presentation. Most of your time will be spent in this area.

Your goal for the key points detail is two fold. First, you want to support your key point statement. Second, you want it to lead up to your Call to Action.

How much content you create for each Key Point will depend on how much time you have for the presentation. If you have a time limit of 15 minutes for your presentation, you will want to limit yourself to no more than 2 minutes per Key Point. If you have 30 minutes, each Key Point content should be no more than 6-7 minutes each.

You can count on the opening (including your story and Ultimate Point) to take 3-5 minutes and your closing (including a story, Ultimate Point, and Call to Action) to take 3-5 minutes. This now gives you a formula for timing the Key Point content.

I use the following rule of thumb for content timing:

10 minutes (opening and closing) + X Key Point Minutes = Y Minutes.

- Y Minutes = Total time you are given to give your presentation.*
- X Minutes = Time it will take to communicate your Key Points Content.*

Your Key Points content will need to include information, statistics, charts, graphs, and examples that communicate, explain, clarify, and support your Key Point. Take time to brainstorm ideas for your content. Determine the best way to organize your content. You can use resources like search Google, books, internet articles, and magazine articles to help you create content.

Key Point 1 Content:

Key Point 2 Content:

Key Point 3 Content:



STEP 8

Creating Your Notes

There is an old debate about whether a speaker should write out their entire presentation and read it, write it out and memorize it to recite, or outline it and refer to it throughout the presentation. For most presentations using the latter approach of outlining and referring to it during the presentation is the most effective.

The approach of writing out the whole presentation and then reading it should only be used for very formal presentations where every word is being scrutinized, where there are legal implications, or the details of the presentation must be very precise. Examples of

this include a CEO's annual report presentation, a presidential speech, and a funeral eulogy.

The most effective approach is to outline your presentation, while using specific statements and points created during preparation, and then using the outline as a prompt and reminder during the presentation. Many people will use slides projected on a screen to act as an outline or prompt. While this is fine to do, be sure that it doesn't become a crutch to your presentation and become overly dependent on it. This happens when you see a presenter looking at his or her slides more than the audience.

Here are some guidelines for creating a good set of notes.

- Outline the key elements of the presentation (Opening, Ultimate Point, Key Points, Call to Action, and Key Points).

- Use short concise bullets under each key point to spark your memory for the content.



- Write statements or “sound bites” you want to say precisely.

- Highlight the most important statements and sound bites so they stand out when you glance at your notes.
- Use a font style and size that is easy to read.
- Try to get all your notes onto one sheet of paper that you can fold in half.



STEP 9

Prepare Your Resources

Depending on what kind of presentation you are giving, you may want to have some resources that will aid your communication. I have provided a list below of the most popular resources presenters use to give effective and engaging presentation possible.

Slides – *This is, by far, the most popular resource presenters use. Microsoft PowerPoint, Apple Keynote, and Google Slides are all very easy to use and effective resources. Be sure to use the 10-20-30 rule which is no more than 10 slides, no more than 20 words per slide, and not less than 30 point font. Be sure you will have an LCD projector in the room and you have the appropriate cords and connectors to hook your laptop connect your laptop.*

Flip Chart – *Using a flip chart with paper and markers is very helpful to write key ideas, draw graphs, and document information.*

White Board – *This is one of the best tools. People become engaged when they see you write and draw. White boards are usually larger and have more space to draw. Be sure to use different colors or dry erase markers.*

Printed Handouts – *If you believe that the audience needs a guide, workbook, or information in hand during the presentation, printed handouts can be used. Some presenters will provide a set of the slides printed for each person in the audience. This can be cumbersome if the audience size is large or you have many slides to share.*

Electronic Handouts – *As an alternative to printed (hard copy) handouts, you can send the audience an electronic version via email before or after the presentation. Then each person can choose to print or refer to the handouts on a device.*

Sticky Notes – *I love to place sticky notes on the tables where the audience is sitting. You can use sticky notes for idea generation, voting, note taking, and many other things.*

Feedback Forms – *Depending on your presentation, you may want to get feedback and thoughts about the presentation from the audience. I recommend creating a half-page (one sheet of 8.5x11 cut in half) with no more than five questions and an opportunity for people to leave a comment.*

STEP 10

Practice, Practice, Practice



Your effectiveness as a presenter will be a direct result of two main things. Your preparation and practice. We've spent this entire book discussing how to prepare. Now it's time to discuss how to practice.

Practicing your presentation involves setting up your environment (room, notes, slides, etc.) to be as similar as possible to what the real presentation will be like.

Here are some guidelines for practicing your presentation:

- ***Practice one section at a time.*** Practice that section over and over until you are comfortable.
- ***Time each section of your presentation.*** Cut or add where needed.

- ***Start by practicing alone.*** Then invite one or more people to listen and provide feedback.
- ***Make changes and adjustments*** to areas of your presentations that don't feel right or seem out of order.
- ***Reflect on your words as you practice.*** Replace words with more powerful and descriptive alternatives.
- ***Determine where you need to be standing during each section of the presentation.*** You can be a more effective presenter when you determine beforehand where you should be standing and speaking at a given time in the presentation. Use transitions from one point to the next to move from one location to another in the room.

The old adage that “practice makes perfect” is wrong. However, it does make you better. And besides, we don't want to go for perfect anyway. In presentation giving, imperfection communicates “realness” and can often create greater connection between the audience and the speaker.



**BRINGING
IT ALL
TOGETHER**

Giving a presentation can be one of the most challenging activities a person can be involved in. Many surveys have reported that public speaking is the #1 fear of people.

Giving a presentation doesn't have to be a daunting or painful task. If you have a process and take the time to prepare and practice, you can be highly effective and enjoy the process. As a recap, here are the 10 Steps.

Step 1: Determine Your Goal

Step 2: Know Your Audience

Step 3: Craft Your Ultimate Point

Step 4: Build Your Key Points

Step 5: Generate Your Call to Action

Step 6: Construct Your Powerful Opening and Closing

Step 7: Develop Your Key Point Content

Step 8: Create Your Notes

Step 9: Prepare Your Resources

Step 10: Practice, Practice, Practice.

Giving a presentation and speaking to an audience is a high honor and responsibility. When you have this opportunity you can take advantage of it by looking for ways to help, inspire, engage, and change people's lives.

There is a big secret to how speakers, trainers, and professional presenters avoid getting nervous about their presentations. The secret is that they have learned to change the focus and intent of the presentation from being about them to serving others.

A shift from focusing on impressing to focusing on influencing is huge. This focus unleashes you to love, help, and challenge others to do more and be more. When you start doing this your enthusiasm flourishes and your motivation skyrockets. Your passion becomes evident to your audience and it is contagious. You become more trustworthy, credible, and believable creating an opportunity to truly influence people for good.

You can do this. Keep learning. Keep growing. Keep influencing people for good!

A photograph of a business meeting. In the foreground, a woman with blonde hair, wearing a dark blazer over a light-colored button-down shirt, is smiling and looking towards the right. She is holding a document with a colorful pie chart on it. Behind her, another woman with dark hair is looking in the same direction. In the background, a person's hand is raised, suggesting an interactive session. The right side of the image features a bright yellow background with two thick, diagonal blue stripes.

APPENDIX:

Presentation Builder

<i>Opening</i>	Open with a story, quote, statistic, Humor, metaphor, visual to create engagement	
<i>Ultimate Point</i>	State your ultimate point/reason for the presentation	
<i>Key Point 1 & Benefits</i>	Your first supporting point/benefit/ Reasoning for the ultimate point	
<i>Key Point 2 & Benefits</i>	Your second supporting point/ benefit/Reasoning for the ultimate point	
<i>Key Point 3 & Benefits</i>	Your third supporting point/benefit/ reasoning for the ultimate point	
<i>Ultimate Point</i>	State the Ultimate point again to bring it all together.	
<i>Closing Story</i>	Close the presentation with a final story, quote, metaphor, or humor.	
<i>Call to Action</i>	What do you want people to believe, do or feel as a result of your presentation	

LET'S CONNECT!

I would love to connect with you via email, social media, and my website. Below are the many ways to connect. If you haven't done so already, sign-up to get my leadership and motivation insights at

www.DrJasonJones.com/blog

Website: DrJasonJones.com

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