

PRESENTATION STRUCTURES



GENERIC STRUCTURE

Sometimes you may have a presentation that you have to put together extremely quickly.

Using the headings – **what**, **why** and **how**, you can put together a presentation very quickly on topics ranging from a 60 second pitch through to a problem-cause-solution scenario. These headings can also work well in an impromptu situation.

As with all presentations you would add an opening and closing relevant to the topic.

What?

Why?

How?



PRESENT TO INFORM

When presenting to inform it is important to sign-post the presentation - tell them what you are going to tell them, tell them and tell them what you have told them.

It is also helpful to minimise the information in the presentation to avoid information overload.

With this type of presentation it can be very beneficial to both parties to have a questions and answers session.



PRESENT TO INFORM

OPEN

(Ask a question, tell a relevant story, use a quote or share a fascinating fact)

Once you have got their attention explain the structure. If necessary, also establish your credibility.

MAIN

(try to keep to 3 main topics)

As you move from one to the next give a brief summary and link

- 1.
- 2.
- 3.

CLOSE

(Summarise)

Be careful not to introduce any new information in the summary

PRESENT TO PERSUADE

In a presentation to persuade, stories can work extremely well.



TOP TIPS FOR STORYTELLING

1. In opening sentences include Who, What, When, Where, How, Why statements.
2. Jump straight in – no preamble.
3. Turn narrative to dialogue e.g. he said “That’s a bit strange” vs and what he said that it was a bit strange.
4. Tell your own personal stories – share some of yourself. Perhaps show some vulnerability.
5. Include YOU where possible, even if it is your own story e.g. if you were there you would have seen...
6. Make sure you have a beginning, middle and end.
7. Attempt to include all 5 senses, sight, sound, smell, touch, taste.
8. Keep things simple.
9. Keep sentences short.
10. Finish with relevant message - e.g. what they should do and why they should do it.



According to a study in Yale University (no verifiable record) the **12 most persuasive words** in the English language are:

You
Love
Results
Guarantee
Safety
Health

New
Proven
Discovery
Easy
Money
Save

PRESENT TO PERSUADE



Include who, what, when, where,
why, how



Story
Use colour
Persuasive words



Take your learning and turn it to
WHAT they should do and *WHY*
they should do it – use YOU

PRESENT AN IDEA FOR CHANGE

The purpose of this presentation is to present an idea on area for change, outlining the problem and giving 3 possible solutions.



PRESENT AN IDEA FOR CHANGE

Open (use an attention-grabber)

1. **Statement of the need for change** and a concrete **example** of the need

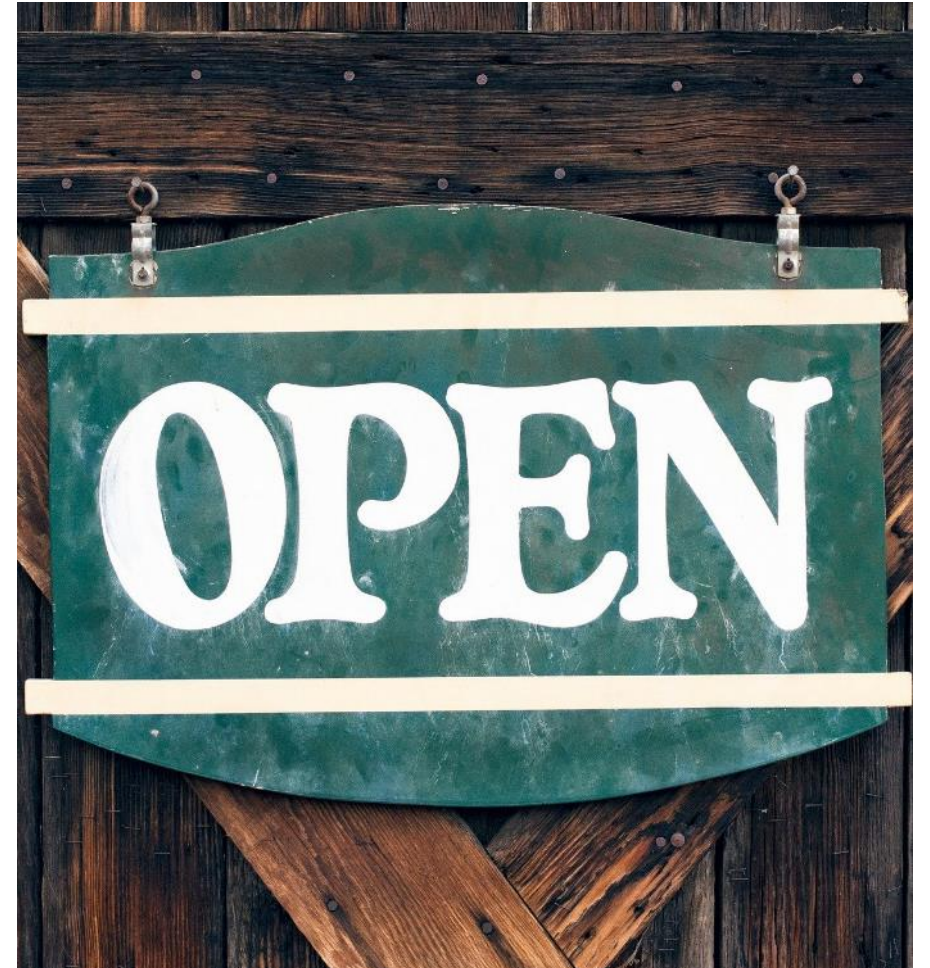
2. **Outline 3 possible solutions:**

| | | |
|-------------------|-------|-------|
| <i>Solution 1</i> | 1 pro | 1 con |
|-------------------|-------|-------|

| | | |
|-------------------|-------|-------|
| <i>Solution 2</i> | 1 pro | 1 con |
|-------------------|-------|-------|

| | | |
|-------------------|-------|-------|
| <i>Solution 3</i> | 1 pro | 1 con |
|-------------------|-------|-------|

3. **Suggested solution** – with more pros and more reasons proving why it is the best one.



PRESENT AN IDEA FOR CHANGE

Closing

Loop to open

Next steps

Call to action: **what** you want them to do and **why** they should do it



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