



# Presentation Skills

Most great ideas and products must be made public at a certain point. Whether it is presenting a project or pitching your concept; presentation is a part of your work. The success of your story depends on strong content but also on how you'll deliver the message.

Here are steps that can help you setting up your presentation:

## 1. BASICS

Before you start working on your presentation, you need to answer 3 basic questions.

## 2. CONTENT

Make your story clear and engage your audience by answering 3 questions:

- What do you do?
- How does it work?
- Why is it important for you & the audience?

## 3. STRUCTURE

Every story has a beginning, a middle and an end. Write down what happens in each part of your presentation.

*motivation, anecdote, question, statement, joke, facts, shocker, show your work, introduce yourself, examples, details, data, history-present-future, demonstration, how, conclusion, repeat key information, summary, future, promise, call-to-action, next step, planning, big ending*

## RESULT

What do you want the audience to do?  
What do you want them to remember?

**Basics**

### Subject

What is your presentation about?

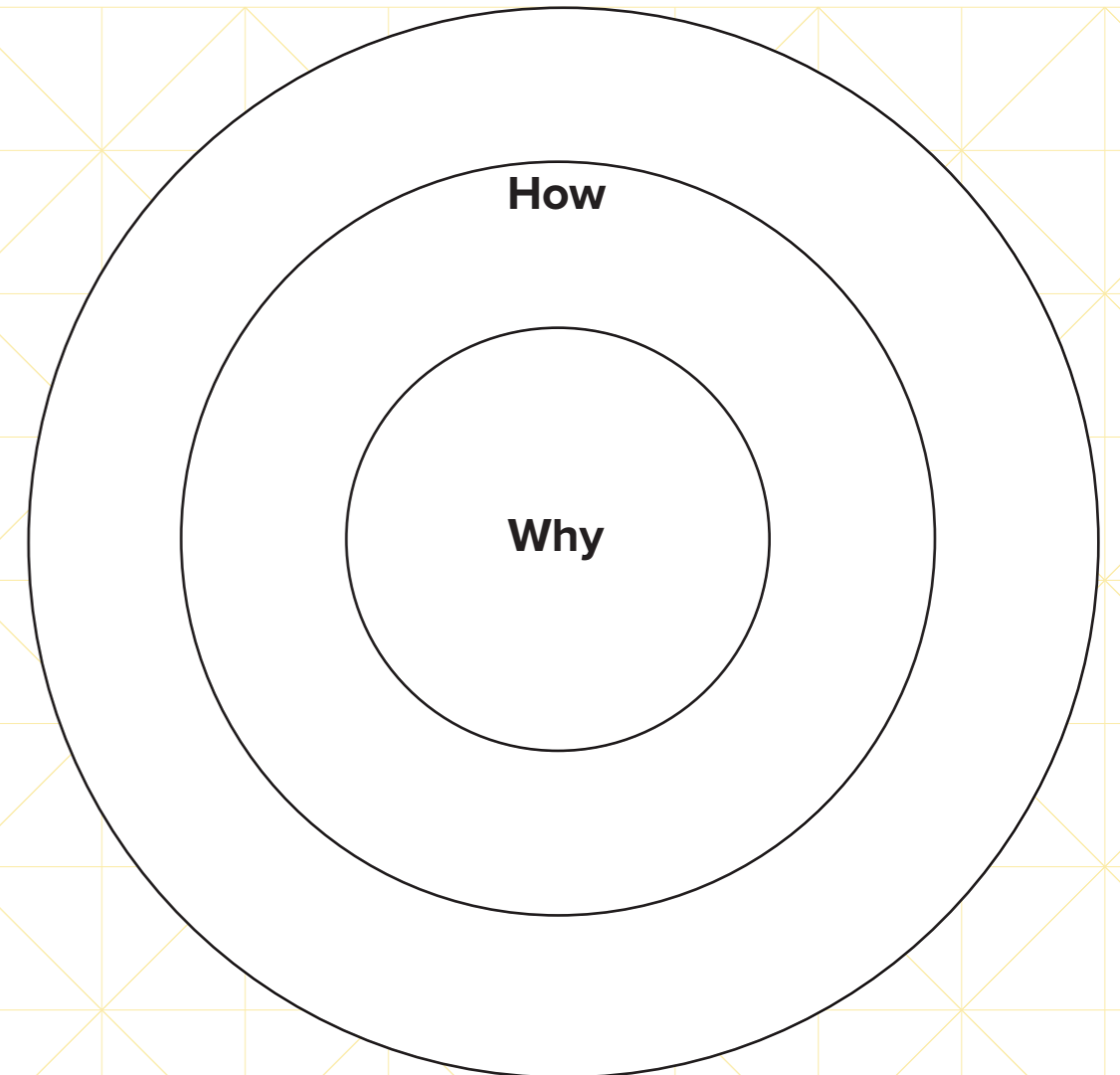
### Audience

To whom is this presentation addressed?

### Objective

What is the goal of your presentation?

**Content**



**Structure**

### Beginning

### Middle

### End

**Result**

**Action**

**Remember**

