

# Tips for Powerful Presentations

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*Why it matters: Presenting to most effectively deliver your message by sharing a compelling story, overcoming anxiety, engaging the audience, speaking so people want to listen, and sharing visuals effectively.*

- **The art**
  - Ethos: Establish your credibility as a speaker (why should they listen to you?)
  - Logos: Share an emotionally compelling story to form a connection
  - Pathos: Use logic to make your points to persuade
  - Call to action: What do you want them to do or come away with?
- **Practice**
  - Prepare and use an outline rather than a script. This shifts you into a conversational tone that will sound more natural.
  - Rehearse a few times, but no more than that or you'll sound over-rehearsed
  - Try to practice at least once in the space you'll use
- **When speaking**
  - Walk out and move to engage audience, but avoid the distraction of rocking or pacing
  - Avoid holding notecards
  - Slow down and use more emphasis to help your audience hear your points
- **Dealing with nerves**
  - Remember that it's a natural and common feeling, it is because you care!
  - You are the only one likely to remember your mistakes
  - The risk of a weak presentation is the audience thinking about something else, **not** them judging you harshly. So, take some pressure off yourself.
  - Remember to have fun! This is an opportunity to share something in an interesting way.
- **PowerPoints**
  - The purpose of a PowerPoint is to support what you are saying, not the other way around
  - Never read off the slides. Text should summarize, never be what you're going to say.
  - 3-5 bullet points at most, avoid wrapping text
  - Photos/images can be a more effective way of conveying your intent
  - Use transitions to prevent points you wish to make from appearing on the screen before you share them with your audience, otherwise they'll read ahead and then disengage while you catch-up to the bullet points with your speaking.
- **Handouts**
  - Always save until you're done speaking unless it's an exhibit you'll be directly referencing (i.e., blueprint), otherwise people will ignore you and focus on the handout.