

## **1. Before Your Presentation**

- Find out who is in your audience
- Determine what is important to them
- Check out the facilities
- Trim your speech down to the essential, crucial points
- Prepare both full length & 5-minute versions
- Anticipate Q&A
- Rehearse

## **2. During Your Presentation**

- Memorize your opening statement & deliver the Bottom Line in the first 2 minutes
- Remember Mind Mapping & Bridging techniques for transitioning to Key Messages
- Use specific examples, anecdotes, data points
- Emphasize your Key Message through repetition
- Be aware of audience “drift” - boost your energy when necessary

## **3. Q&A and Closing**

- Bridge to Key Messages, avoid over-answering
- Refer to “Third Parties” who support your position
- Avoid repeating negatives
- Be prepared for types of “questioners,” not just questions
- Close with a positive answer to a question and/or deliver a summary statement

- **Prepare an Opening Statement**  
Lay out general rules & procedures
- **Listen Intensely**  
Paraphrase & “mirror” what is said
- **Protect Every Idea**  
Do not allow ideas to be attacked until evaluation time
- **Maintain Eye Contact**  
Stay connected to all the members by meeting each pair of eyes with your own
- **Facilitate, Don’t Perform**  
Work on being interested, not interesting
- **Trust the Group**  
Know the contribution each member offers is valuable & will help achieve goals
- **Encourage Expression**  
Promote balanced participation, validate varying points & keep track of who talks
- **Focus on Process**  
Concentrate on getting things done, not on the outcome
- **Guide, Don’t Lead**  
Support each discussion leader & provide direction
- **Organize, Connect & Summarize**  
Gather data & arrange it in an order that makes sense, continually summarize
- **Remain Flexible**  
Be mindful of participants’ goals & allow some latitude
- **Follow-up**  
Send e-mails, make phone calls, as appropriate