

HOW TO USE THIS MATRIX:

During each step of the creation process, advance through the skills to make your presentation Loud and Clear.

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PREPARATION

		STARTING	ILLUSTRATING	LEARNING
I N T E R F E R E N C E	1	COPY LAST PRESENTATION	CREATE A SLIDEUMENT	NO REHEARSAL OR PRACTICE
	TIP	Start with your (or someone else's) last presentation. You change the date, the group, and a few other slides. Easy to produce, dangerous to present. TIP: Don't copy. Close PowerPoint and begin with a pen and paper and make an outline first.	You fear leaving something out, so you put it on the slide. Pretty soon you have a mammoth reference guide you're showing your audience. TIP: If you think your audience needs help after the presentation, design a separate handout.	Your schedule is packed. You know your stuff. Why practice? There are more important things to do (like those slides!) TIP: Schedule time to practice and rehearse your presentation, getting feedback from others.
D I S T O R T E D	2	NO QUESTION OF WIIFY	USE TOO MUCH TEXT	RUN THROUGH SLIDES
	TIP	Your presentation is about what you know, want, and feel. TIP: Ask "What's In It For You" from the audience point of view.	Guns don't kill presentations, bullets do. TIP: Use charts, pictures, and diagrams to effectively to communicate your key messages.	You run through the slides and have an inner monologue about what you'll say. You feel good. TIP: Simulate the exact environment you'll be presenting in. Practice out loud.
U N R E A D A B L E	3	OBJECTIVES (NOT AGENDAS)	REPLACE TEXT WITH IMAGES/PROPS	PRACTICE OPENINGS/CLOSINGS
	TIP	Every audience is different. TIP: Understand what your audience wants, what they need, and how they will best receive what you have to say.	It's a slide deck, not a slideument. TIP: Use strong images and limit the amount of text by avoiding readable sentences (short thoughts only).	An effective open captures the attention of the audience a strong close delivers the call to action. TIP: Practice your open and close at least twice as much as the main content.
R E A D A B L E	4	USE STORIES & EXERCISES	HI-RES IMAGES & FEW BULLETS	REHEARSE AND VIDEOTAPE
	TIP	We remember stories and we learn by doing. TIP: Start with a story that the audience can relate to. Give them an exercise that shows how the presentation relates to them personally.	Images are quicker and easier to digest and help memory recall TIP: Use hi-res images that you have permission to use and convey your message. Use the four power points to focus attention.	Good presenters rehearse until they get it right, great presenters rehearse until they never get it wrong. TIP: Mr. Canon doesn't lie. Video your practice and watch it to find what to correct.
C L E A R	5	CREATE A MASTER METAPHOR	WORK WITH A DESIGNER	KNOW IT COLD
	TIP	The goal is to create a memorable business presentation. TIP: Create a master metaphor that reinforces your messaging and ONE THING you want to communicate.	You can't see the label when you are inside the jar. Skills and an outside eye can help. TIP: Work with a graphic designer to maximize the impact and placement of your visuals.	Murphy's Law suggests that your presentation will rarely go the way you planned. TIP: Know your content so well that you can adjust if (when) things go wrong. A strong presenter doesn't miss a beat.

DELIVERY

		VAULTING	EDUCATING	REQUESTING
F A D I N G	1	DRESS INAPPROPRIATELY	TRY TO COVER IT ALL	RUN OVER TIME ALLOTTED
	TIP	You love your broken-in jeans and your style is retro-quaint. You don't much care what others think. TIP: Know your audience and dress to impress. Don't pile on by being an eyesore.	But you've got so much to share! And you try. TIP: Find the most important messages and find a creative way to make them stick.	It's easy to give excuses. The folks before you ran over. You had a lot to cover. People asked questions. There was a tech glitch. TIP: Honor your audience. End on time. No exceptions.
V E R Y W E A K	2	INTRODUCING YOURSELF	LOPSIDE YOUR POINTS	THAT'S ALL I'VE GOT
	TIP	It's easy to start with "a little about me." Either a) your audience already knows who you are, or b) they don't care. TIP: Get to something of interest from your very first word.	You spent 30 minutes on your first point, 10 on your second, and cover the remaining five in 5 minutes. TIP: Be mindful you can't cover everything you know. Balance your points and add detail in parallel to keep sections equal in size.	You speak until you run out of content. TIP: Start with an audience analysis. Find out who they are, what they want, what they need. Find custom connect points and invite them on the journey.
W E A K	3	THANK EVERYONE	NO FLOW OR ORDER OF POINTS	END WITH Q&A
	TIP	Southerners will chafe. But you were asked to give a presentation, not hand out accolades. TIP: Thank your audience at the end. And let that be your only "Thank You."	Random thoughts are good for brainstorm, but not for transfer of ideas. TIP: Have some sort of structure to your talk that audiences can follow. Let them know as you segue that progress is being made	Letting your audience end your presentation is asking for disaster. Usually it disintegrates until most have left (or wish they had). TIP: Take Q&A, save a fantastic finish that engages the entire audience.
G O O D	4	SHARE INSIGHT AND WISDOM	RESET AUDIENCE EVERY 10 MINUTES	C2A (CALL TO ACTION)
	TIP	If you only say things your audience already knows or could find out, what use are you to them? TIP: Explain the meaning and experience behind facts. Put numbers in context.	Just because you got your audience's attention doesn't mean you can keep it. Variety keeps things interesting. TIP: Strive to be different. Mix things up and reset your audience. Use exercises, questions or a video every ten minutes (or more!)	People respond (yes or no) to direct asked. But they have to be asked. TIP: Know what your audience needs. Ask for the sale; ask them to use the knowledge; ask them to change; ask them to take the opportunity.
L O U D	5	OPEN WITH A STORY	USE A STICKY MEMORY DEVICE	CLOSING STORY & C2A
	TIP	You don't get a second chance to make a strong first impression. TIP: Use an opening story rich in detail and drama to both capture attention and set the frame for your presentation.	A major goal of presenting is to be memorable. Catchy memory devices allow the audience to recall your message. TIP: Use an acronym, alliteration, or a saying to reinforce the main points from your presentation.	Want your message to stick, then be memorable at the end. TIP: End with your strongest story and be direct with what you want the audience to do. Give a clear call to action.