



Making Presentations that Stick - Worksheet

Part 1: Brainstorming

Fill out the table to outline your story, and identify what you want your audience to know, feel and do because of seeing your presentation.

Talk Logistics	Your Story
Title of Talk	
Audience? <i>Knowing who your audience is will determine what level of information you present to them and what time of engagement techniques to include in your presentation.</i>	
Time for Talk? <i>Time duration will determine what you can talk about, how many slides you might have in your presentation, and balancing your presentation talk time with activities or Q&A.</i>	
What is your Purpose? <i>The key message is the main takeaway from your presentation, what is the one thing you want your audience to remember, even if they forget everything else?</i>	
What are your Objectives? <i>What do you want your presentation to actively accomplish? These are actions that you may want your audience to possess after hearing your talk. You can do these by telling your story and the engagement techniques you implement. For example: "Create curiosity around my topic by providing more resources for people to explore." "Inspire and motivate people." "To educate."</i>	1. 2. 3. 4. 5.



Part 2: Structuring your Talk

Fill in the table below to flesh out the events of your story. Note, you can change the order of these. Below is a storyline that will help you create a story arc. How does your presentation follow this model?

Talk Section	Content <i>Stories, moments, ideas</i>	Objectives <i>How does it support your purpose</i>	Engagement Technique?	Slide #s
Exposition: <i>How do you set the scene for your audience and draw them in? Perhaps ask a question, go through a scenario, etc. This is the best time to introduce yourself.</i>				
Inciting Incident: <i>The beginning of your story's movement, launching the main premise of your story. This could be an event that caused you to seek the answer to a question or the reason you are doing this work.</i>				
Actions: <i>The meat of your story is where most of the action occurs. For example, you are talking about your fieldwork in the Arctic as a drone pilot. This is where you would talk about the fieldwork, experiences around that action, the kinds of data collected, and what you did. Were there complications or obstacles to the story?</i>				
Climax: <i>The pinnacle of your story. Actions are resolved and this is where you may talk about findings, important messages, and stories that are integral to your presentation.</i>				
Denouement (Resolution): <i>Your conclusion. This is where you tie up loose ends, return to themes, call-to-actions, or any takeaways you might have.</i>				
Final Outcomes (Optional):				



Returning to your Exposition and Inciting Incident (the beginning) are you closer or farther from your question or goal? What is next in store?				
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Part 3: Engagement Techniques

Engagement techniques are vital to captivate your audience. There are many kinds of engagement techniques that are accessible for your presentation. You do not need to use them all in your presentation but choosing a few will help engage your audience with your story. Review the list of techniques below:

- a. **Photos:** photos that capture the who/what/where/when/and why of your work and presentation give vital visual context to your story. We also highly recommend sharing photos of **you** conducting the work you do, photos that are special to you around your work, and photos that represent stories or important themes you will discuss during your presentation. NOTE: make sure that any photos you use you have permission to use and proper credit. You can also use photos that fall under [the creative commons license](#). This technique is great to use throughout the presentation.
- b. **Videos:** videos that capture the who/what/where/when/and why of your work and presentation give vital visual context to your story. This can even be videos not created by you and your team, it could be animations or YouTube videos that complement your story. NOTE: make sure that any videos you use you have permission to use and proper credit. You can also use videos that fall under [the creative commons license](#). You must credit the original creator. This technique is great to use throughout the presentation.
- c. **Analogies:** comparing two things for the purpose of explanation or clarification. For audiences that might have a lower knowledge set about your presentation topic, analogies are great ways to communicate your work with something that may relate to their daily lives. For example, you might want to explain the Albedo Effect to 5th graders. You may talk about the surface reflectivity of solar radiation like when someone wears a white t-shirt versus a black t-shirt. Wearing white or pastel colors during a hot summer day is better than wearing black or darker colors because darker colors absorb more UV. This is an experience they might have experienced and can relate to this more complex concept through lived experience. This technique is great for introducing ideas, concepts, or themes that might need more handholding and explanation.



- d. **Jamboard:** your online whiteboard-style digital screen. This is a great interactive platform for people to collaborate and present your content in a unique way. It also enables sketching and drawing. This technique is great for a main activity or presenting ideas, themes, and concepts.
- e. **Turn and Talk:** this strategy permits audience participation in discussion. You pose a question or prompt for people to discuss for 1-2 minutes. People pair up and address the prompt. This is great for a warmup activity, discussion question, or closing activity.
- f. **Personal Stories:** Telling stories about your own experiences and perspectives is incredibly interesting to your audience, they are attending your talk to not only learn about your work but about you! Use personal stories to help navigate your ideas and concepts throughout your presentation.
- g. **Universal Concepts:** Tie universal concepts that everyone understands to your talk- it will make it more memorable and help people relate to your talk. These are statements or observations about life, human nature, or the world we live in. Themes can be about love, good vs. evil, hope, progress, innovation, life, overcoming obstacles, etc. For example, you are a polar researcher talking about the obstacles of implementing your equipment in the Arctic region. The concept of “overcoming obstacles” is something that everyone, no matter who they are, can relate to.
- h. **Q&A:** Q&A allows your audience to directly engage in your presentation by asking you questions. It allows the audience members an opportunity to engage with content particularly interesting and concerning to them. This technique should be implemented at the end of your talk. Here is a [link for helpful tips](#) on preparing for your Q&A. Make more time for this if your talk is with kids, individuals aspiring to be in your industry, and communities that are directly impacted by your work.
- i. **Data/science illustrations:** Data and science illustrations may support what kinds of findings we already have acquired from our work. Be sure that these are labeled so that everyone may understand them and make time to explain them.

After reading the engagement techniques above. Fill out the table below of what kinds of engagement techniques interest you and the kinds of content you must support them.

Engagement Technique	Content
<i>Ex: Photos</i>	<i>Photos from lab work and ice coring</i>



Part 4: Best Practices

Here are some tips to help you plan a powerful presentation

1. Make sure your presentation design is clean and emphasizes images over text. Use bullet points rather than complete sentences so that people are focusing on what you say- not what you wrote
2. 1 slide= 1 idea. Ideally, you should focus on 1 slide or idea for 30 seconds to 2 minutes (if explaining data or image). If you have an idea or story that takes longer to explain- use your best judgment on how many slides you should use but know that you can have more than 1 slide for 1 idea!
3. Your engagement techniques, like photos, videos, and media content that you have selected should take center stage. If you are using an activity-based technique like a jam board, be sure that you have made ample time for people to engage with the activity.
4. Finally, your presentation should consider accessibility. The colors of your slide design can impact people with color blindness. Include closed captioning if online or on videos you may have for your presentation. Don't use scientific jargon unless it is essential and you are explaining it, language can be a barrier to knowledge!
5. Always have an ending "Questions" slides that have your contact information and any other links and media that will point your audience to your work and call to action.
6. Try presentation formats like Prezi and Slides Carnival. [Prezi](#) is a presentation platform that brings animation and movement to your slides. It maps your presentation out, so people follow along in a more engaged way. Use this if you want to add some dynamic movement to your presentation. [Slides Carnival](#): This is a free PPT template and Google Slide theme website. Professional graphic designers create engaging templates to help make your words and images pop. If you want to give your presentation a different aesthetic, we recommend checking these out!

To see an example of a PowerPoint do's and don'ts, check out the [Making Presentations That Stick Example PowerPoint](#)



Part 5: Public Speaking Tips

Now that you have designed your presentation, you need to practice and prepare to speak in front of people. Speaking in public can be daunting, so here are some tips you can use to practice your presentation and speaking warm-up exercises.

1. Use notecards or speaker notes to remind yourself of important talking points, keywords, or themes.
2. Whether you are in-person or virtually speaking, your posture is important in promoting confidence and enunciation. Either sitting or standing, imagine a string coming out from the top of your head and being pulled up to the sky. Straighten yourself, do a nice shoulder roll bringing your shoulders up to your ears then back down and back before speaking to make space for speaking.
3. For virtual presentations, make sure that your background is appropriate for your audience. Maybe include props or photos in the back of the work that you do! Make sure your camera is at eye level so that you are aligned
4. Before your presentation read out loud/repeat some of the more complex phrases or things that you find yourself stumbling on when you talk (like tongue twisters you cannot escape)
5. Meet yourself where you're at: talking in public is hard so remind yourself to have fun and not be discouraged by your progress. Public speaking takes a lot of practice and fine-tuning and the more you do it, the more confident and better you will become.
6. Warm-Ups: Just like running a marathon, your body needs to stretch and prepare for talking. It takes about 100 muscles to speak! We recommend [visiting Syntaxis for warm-up exercises.](#)