# DESIGNING DYNAMIC PRESENTATIONS *with* INTENTION, INSPIRATION, & IMPACT

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PRESENTED BY
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## Learning Objectives

1. **Identify the purpose for presenting and measurable outcomes** the audience will achieve as a result of attending your presentation.
2. **Analyze target** audience's wants, needs, knowledge, beliefs, and more, and account for these characteristics in presentation design.
3. **Craft a core statement** that lays the foundation for a presentation – including key messages, supporting evidence and examples, and application activities.

QUICK
SURVEY

What is a Dynamic Presentation?

## Learn Rationale and Strategies For…

1. Beginning your presentation design with purpose.
2. Conducting an audience assessment.
3. Crafting a core message.
4. Writing measurable and meaningful outcomes.
5. Creating an organizing framework and building content.
6. Increasing audience engagement.

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## Design Dynamic Presentations

*with intention, inspiration, and impact*

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## Our Purpose is Both…

AUDIENCE-CENTERED

SPEAKER-CENTERED

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Informing
10

Inspiring
11

Influencing
12

**As A Result of My Presentation,**
*what do I want my audience to…?*

KNOW

FEEL

DO

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**Inform**

**Inspire**

**Influence Behavior Change**

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## Who Should Answer That Question?

*"Hey All! I've been asked to give a presentation for*

_____

*and I need some ideas for topics. Any suggestions?"*

**WIIFM?**

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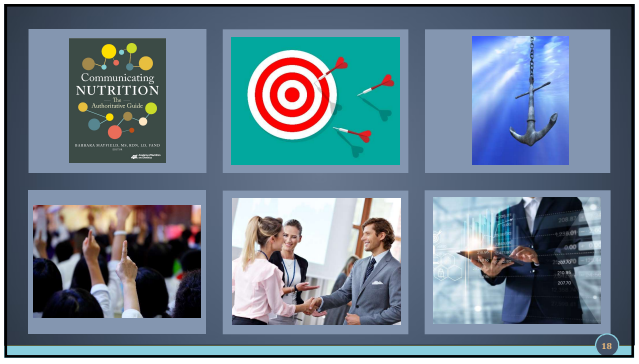


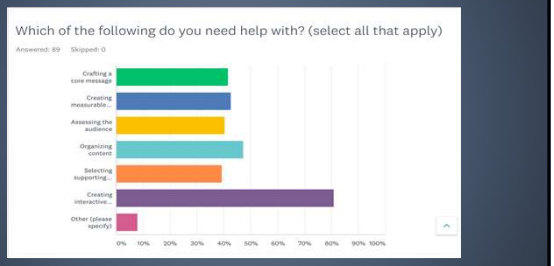
RECIPE
for growing healthy children

Partner
with parents

## Conducting a Needs Assessment

1. Identify the audience to assess.
2. Determine the information to collect.
3. Use secondary data first.
4. Collect primary data.

**Results from our Surveymonkey.com assessment:**

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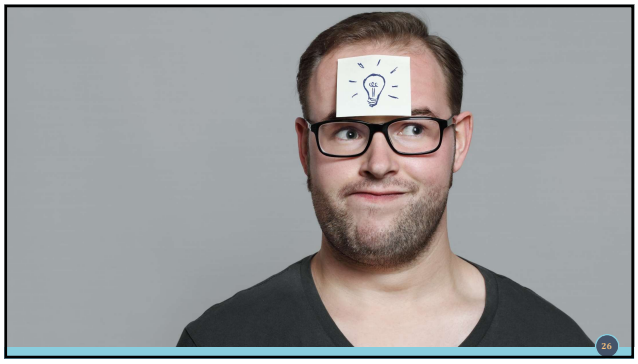

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## The Purpose of Learning Objectives

- The knowledge, emotions, or skills participants will know, feel, or be able to demonstrate
- Identify what you want to accomplish
- Decide what to focus on
- Tell your audience what they will gain
- Define what the audience will learn and how they will be able to use the knowledge
- Provide a tool for measuring outcomes

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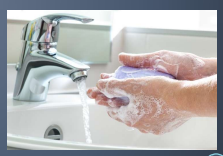
## Learning Objectives

1. Active verb(s)..... Demonstrate and Explain
2. Subject..... Handwashing
3. Criteria to evaluate....Proper techniques/5 steps

Participants will be able to demonstrate proper handwashing techniques while explaining the 5 steps.



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## Assessing Speaker-centered Objectives

- Questions on the evaluation
- Track referrals
- Clients enrolled
- Sales made
- Other metrics

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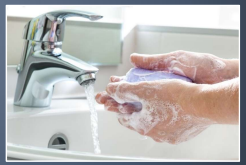
## Craft Your Key Points

- 3 - 5
- Be Clear – "If you confuse, you lose." *Donald Miller*
- Positive

*Clean hands save lives, so remember to wet, lather, scrub, rinse, and dry.*



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## Build Your Content on a Unifying Theme

- Curriculum-based
- Message-based
- Time-based
- Sequential
- Spatial
- Problem/solution
- Cause and effect
- Compare and contrast
- Topical

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## Brainstorm and Organize Your Content

- Support your key points
- Use adequate evidence and examples
- Make it meaningful to the audience
- Make it essential – only address what the audience needs

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## *Narratives*

## *Examples*

## *Statistics*

## *Testimony*

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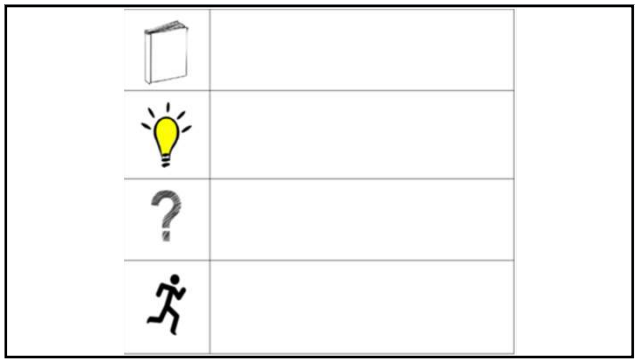

## Signals

QUICK
SURVEY
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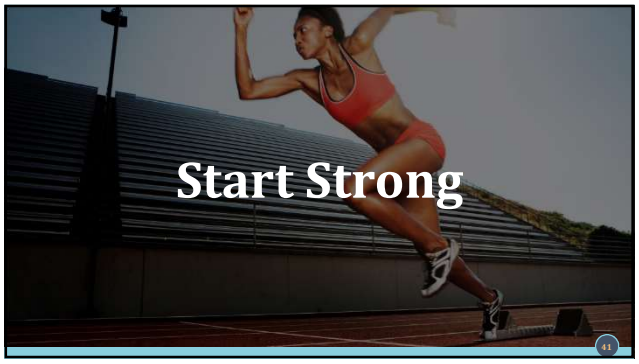
Start Strong
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Conclusions
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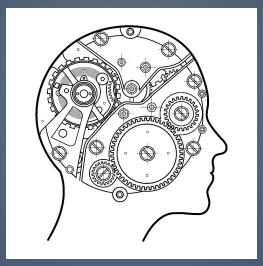
## What to Include and How to Present

Anchor new to old

Varied learning styles



Explain "why" first to create context

Practical application

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8. Create Intro and Conclusion
7. Draft Your Content
6. Give Your Content Structure
5. Craft your Key Points
4. Create Presentation Objectives
3. Craft Your Core Message
2. Analyze Your Audience
1. Determine Your Purpose

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## Design is Critical to Achieve the Results You Seek

*Designing Dynamic Presentations with Intention, Inspiration, and Impact*

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## Connect With Us

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*You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 1 year; you do not have to complete it today.*

**CREDIT CLAIMING INSTRUCTIONS:**

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2. Click "My Courses" and select this webinar's title.
3. Click "Take Course" on the webinar description page.
4. Select "Start/Resume" to complete the course and submit the evaluation.
5. Download and print your certificate.

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