

Presentation Checklist

Use this checklist as a reference as you prepare for your presentation. Remember, presentation is as much about conveying ideas as about letting creativity flow. Have fun and good luck!

1 What is your goal?

☐ Share information (FYI)

What are the takeaways? _____

☐ Host a discussion

What does the discussion enable? _____

What are the possible outcomes of the discussion? _____

☐ Sell an idea

What are the 3 things you want your audience to remember? _____

What action do you want your audience to take? _____

2 Who is your audience?

Who should be in your audience? _____

How familiar are they with the topic? _____

How relevant are the outcomes for them? Why should they care? _____

What's their stance pre-presentation? _____

How easy is it for them to take action? _____

3 Content Design: The 4 Stages

Stage 1: Declare the goal / set the stage

How do you capture interest in the beginning? _____

How do you prime your audience about the structure and results? _____

Stage 2: Provide context

How much context is appropriate to share? _____

Stage 3: Provide supporting evidence

What evidence is must-have vs. good-to-have? _____

How do you break information into bite-sized evidence? _____

How do you go beyond logic and “tour both the heart and the mind”? _____

Stage 4: Call to action, Q&A

What do you want the audience to remember? _____

What actions do you want your audience to take? _____

What questions do you anticipate from your audience? _____

How do you keep the conversation open beyond this presentation? _____

Other helpful tips:

- **Style matters.** Check for font, spacing, alignment, colors. Make the presentation pleasant to the eye and easy for the mind. I use coolers.co/ for color palettes.
- **Build your story.** Make sure to bring your audience along throughout the presentation. If information is too dense, find ways to break them into bite-sized evidence. Use visual aids such as charts, graphs, gifs, icons, emojis, and etc.
- **Presentation has emotions.** It can be achieved through word choice, the delivery, visual aids, and much more. What emotion do you want your audience to feel?
- **Consider deck + doc.** If there is too much information to convey, consider preparing both a presentation deck (for what’s digestible in real-time) and a document (for deep-dives and comments before and after the presentation).

----- The End -----