

CDER SBIA REdI Presenter's Preparation Quick Reference Guide

Tell a Story – Short & Focused

An audience loves a good story. Don't approach your presentation as a posting of facts, figures, and regulations. Figure out how to tell a story with a beginning, middle and end. And keep it short. Keeping the attention of an adult for more than 20 minutes is very difficult!



What Does the Audience Want to Hear?

Put yourself in their position. If you were in the audience, what would you want to hear? Even if you can't tell them exactly that, how might it guide the way you develop your story? Think of the best presentation you have ever seen – and be like that.

The Scaffold: Grabber > Overview > Story > Summary > Call to Action

Wrap your story properly. Grab the audience's attention, introduce yourself, provide an overview of your talk, and tell your story. Once the story is over, summarize its most important points. End strong by telling them how they can put your ideas into action.

Get Rid of Extraneous Details

We know a lot of stuff. And we like sharing it with others. But too much information can swamp a good story and obscure the main points of your presentation. Throw out everything you don't need to tell your story and share what's left in as few words as possible.

Use the SBIA-Provided FDA Template

The FDA 16:9 PowerPoint template has important format features (such as layout, contrast and large font size) built in. Sticking to the template will help assure that your PowerPoint will work properly for our hybrid delivery.

4 x 7 = 28

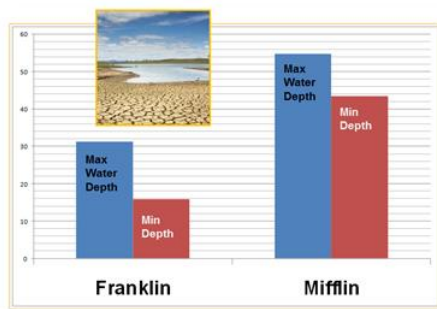
Avoid "Death by PowerPoint". People can read on their own. Your slides should only reinforce what you are saying – *you* are the presentation, not your slides. Never have more than: 4 bullets per slide; 7 words per bullet; or fonts smaller than 28 point.

The 4 x 7 = 28 Rule

- 4 bullets per slide
- 7 words per bullet
- **Fonts 28pt or LARGER**
- **Keep it pithy!**

A (Clear) Picture is Worth 1,000 Words

Charts, graphs, pictures, videos – they are all wonderful. But only if they deliver the message you want your audience to focus on. Be careful not to use graphics that are distracting or overly complex. They should clearly illustrate the important points in your story.



You Are the Presentation – Slides Follow You

The audience came to see you, not your slides. You are the star of the show and should not be overshadowed by your slides. As you tell your story, your slides should be timed to *follow* that story. Build your story first. Then decide what slides you need to illustrate it.

Engage: Ask a Question or Toss in an Online Poll (If it Fits)

Whenever it fits your story, ask your audience to participate. You can pose a question to the people attending in-person or you can build an Adobe Connect poll to use with the online audience. Build the audience responses into your story to increase engagement.

Don't Write a Script – It's Just Us Talking

You don't have to get the words exactly right, just tell your story. If you seem to scripted – or worse yet, read your slides – the audience will quickly become bored. They can read a white paper on their own. Don't read one to them.

Remember to Breathe & Move

Public speaking makes *everyone* nervous. Pausing to take a deep breath reduces anxiety and will help you from speaking too fast. You should also move a bit – move about the stage, add some natural hand gestures – to help burn off nervous energy.



Leave the Tech to Us

You should focus on your story and the audience. We will take care of everything else. The laptop, the projector, the microphones, the Q&A process, the online polls, Adobe Connect - we will take care of any tech issues that arise.

Questions at the End – Repeat Before Answering

When it is time for Q&A, remember to repeat the question before you give your answer. That will assure that the virtual attendees properly hear the question. And it gives you a bit of extra time to formulate your brief, direct response!

1. *Actively Listen*
2. *Repeat the Question*
3. *Thank the Questioner*
4. *Brief, Direct Answer*

Rehearse, Rehearse, Rehearse (Fit Your Time Slot)

There is simply nothing better you can do to improve the quality of your presentation. Rehearse multiple times – preferably with an audience and in a similar setting. And time your rehearsals – nearly every presenter tries to pack too much into their allotted time.



Lost? Your Slides are Your Navigator

We told you that your PowerPoint slides should *follow* you. But if you ever draw a blank during your delivery, your slides should save you. They should provide that brief list of bullets that will navigate you back on path with your story. If you want notes too, great – but keep them as brief bullets too – do not script out your full talk!

**Questions?
Want to schedule coaching?
Contact Jeff Kelly at
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