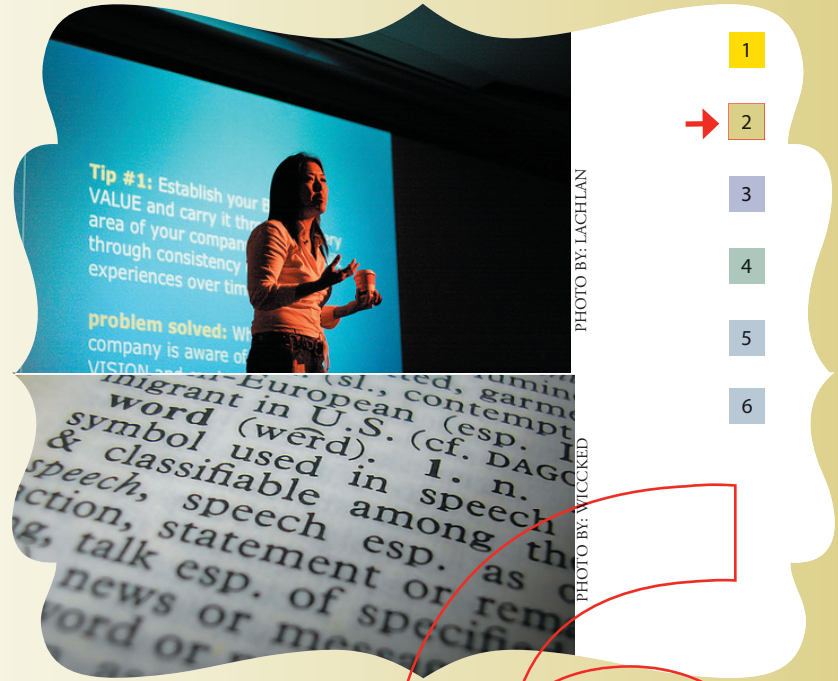


6 step guide

6 step guide to effective presentations



6 STEP GUIDE TO EFFECTIVE PRESENTATIONS

- 1 Excite Step** (gain the audience's attention by introducing the topic in an interesting manner)
- 2 Launch Step** (tell the audience what they are about to hear)
- 3 Relate Step** (give the audience a purpose for listening)
- 4 Inform Step**—Main Points (inform about the topic and use transitions)
- 5 Reiterate Step** (tell the audience what they have heard)
- 6 Energize Step** (bring the speech to a satisfying close for the audience)

6 steps to effective presentations

Gain the audience's attention by introducing the topic in an interesting manner



EXCITE STEP *gain the audience's attention by introducing the topic in an interesting manner*
Use a story, quote, joke, example, fact, statistic, question, demonstration, or presentational aid that introduces the topic in a clear and interesting way (here is what I am going to talk about) and gives the audience a purpose for listening (here is why my topic is important to you).

LAUNCH STEP *tell the audience what they are about to hear*

a State the specific purpose of the speech. **b** If appropriate, define terms, orient the audience to the topic by providing essential background information, allay any fears or reservations the audience may have about listening to information on this topic, and/or establish your credibility as an authority on this topic. **c** Present a specific overview of the main points of the speech. **d** If appropriate, tell your audience how you will be conducting a question and answer session and for how long; for example, "Toward the end of my remarks, I will answer questions for five minutes, and then I will conclude my remarks."

RELATE STEP *give the audience a purpose for listening*

a Present logical and motivating information regarding how the audience can benefit from listening to information on this topic. **b** Use a transition into (or just after) the explanation of benefits that focuses attention on the importance of the information. Use statements such as "This information is important to you because . . ." or "For these reasons, you can benefit from reflecting upon these ideas."

INFORM STEP *Main Points: inform about the topic and use transitions*

a Organize your main points in a logical manner. **b** Use supporting materials such as stories, quotes, jokes, evidence (authority testimony, examples, facts, and statistics), audience participation, demonstrations, and presentational aids to present your ideas in a clear and interesting way. **c** Use appropriate transitions between the steps of the six-step guide and between main points and subpoints.

REITERATE STEP *Tell the audience what they have heard*

a If you conduct a Q&A session, ask for questions after finishing the last main point and before beginning the reiterate step. Example statement: "I will now answer questions for five minutes, and then I will conclude my remarks. Are there any questions?" Finish the Q&A session by thanking the audience for their questions. For example: "Thank you for your questions. I enjoyed responding to them." **b** Transition into the reiterate step focusing on the fact that the speech is coming to an end and restate the specific purpose of the speech. Do not transition into the reiterate step by saying "in conclusion," "in closing," "in summary," or "to reiterate." This signals the audience to leave physically and mentally. Be subtler. Use a statement such as "I discussed with you today. . . ." **c** Provide a clarifying summary of each of the main points of the speech. Do restate your main points, but go a step further and restate a few important ideas or complex ideas (ideas that may have been more challenging to explain and/or understand) from each of your main points. Include the ideas that you most want your audience to remember. Do not include any new ideas in the summary.

ENERGIZE STEP *Bring the speech to a satisfying close for the audience*

a Use a story, quote, joke, example, fact, statistic, question, demonstration, or presentational aid that highlights the importance of the topic and how the audience can benefit from the ideas presented. You might refer back to the attention getting technique that you used in the excite step. **b** End with a topic-related definite final statement that encapsulates the specific purpose of the speech and ensures that the audience perceives that you have finished the speech. **c** If appropriate, add a statement that refers to the occasion or to the audience. For example, "I enjoyed speaking with you today" or "I look forward to hearing the rest of your speeches."

Tell the audience what they are about to hear and give them a purpose for listening



Inform the audience about the topic, use transitions, then tell them what they have heard.



Bring the speech to a satisfying close for the audience and highlight the importance of the topic and how the audience can benefit from the ideas presented.

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