

SPEAKER

CHECKLIST

PROVIDED BY KIM MCCARTEN

FIRST: GOALS

- Have a purpose.**
One main message. What do you want your audience to take away from your presentation? What do you want them to do next?
- Who is your audience?**
What do they do? Why are they at your event? and
- What problem does your presentation address?**
How does what you're going to show, what you've learned, help your audience with a problem (pain point), or address something they worry about?

PREPARATION

- REHEARSE!**
The story, key points, enough so that you really feel comfortable. Preparation means less stage fright. Your audience coming away with a positive impression of you and your firm.
- Work off an outline if necessary** but do NOT read your speech (it's boring). Using an outline will keep you focused and on time.

CONTENT

- Keep it tight.** Concise. Clear. Tell a story (Problem/Options/Solution/Results). Talk about a challenge you and your organization faced, how you solved it, and why you chose that solution. 63% of attendees remember stories; only 5% remember statistics.*
- Keep your slides clean,** not overcrowded. Break longer content across more slides. 3-4 bullet points per slide is good. Use images to support your message. Paraphrase your speech in your slides. Your slides should visually support what you're saying.
- Include something dynamic,** like a short video or animation, but only if it can
 - a) say more than words could explain (and more quickly);
 - b) is memorable and helps your audience remember a key point;
 - c) is funny (but make sure it is!).
- Reinforce your company's brand** by using your brand colors, logo and/or appropriate marketing images.
- Good rule of thumb: one, maybe two, slides per minute.** This keeps things moving and keeps your audience more engaged.
- End with a summary** and your key take away.

* from Chip and Dan Heath, *Made to Stick*.

EVENT DAY

- Get there early.**
- Speak more slowly** than you think you need to.
- If you're still really nervous,** use the old standby of picturing your audience naked (or in their bathing suits, if that's easier).
- Don't go over your time.**



For help with your presentation, go to kimmccarten.com