

Clarity of ideas and good organisation should help result in a lively, logical and compelling message, delivered in a confident and professional way



Organising the presentation material may include:

- ▶ Blue Sky Thinking (the ideas).
- ▶ Selecting the main points.
- ▶ Deciding whether to illustrate.
- ▶ Introduction and conclusion.

Blue Sky Thinking (The Ideas)

Keeping your objectives in mind (see our page: [Preparing Your Presentation](#)), write down all the points you wish to make, irrespective of order.

For an introduction to Blue Sky Thinking, see our section on [Brainstorming](#) - part of our guide to problem solving.

Select Your Main Points

The talk/presentation should be divided into three sections:

- ✓ Introduction (beginning)
- ✓ Main Content (middle)
- ✓ Conclusion (end)

A useful structure would be the following:

- ✓ **Tell the audience in the introduction what your subject is and how you have organised the presentation** (by stating the key elements).
- ✓ **Then tell them the details of the key elements and/or messages** (by expanding and qualifying the key points in more detail and providing supporting evidence).
- ✓ **Then tell the audience what you have just told them** (by summarising the key points, concluding with the main subject again).

Work on the main content first.

From your notes decide on the most important things that need to be said. If you have too much material, be selective.

Decide Whether to Illustrate

Most talks benefit from personal anecdotes, real-life situations or hypothetical examples to bring them to life.

If the presentation is short and informal it is probably not necessary to use any visual aids. Use visual illustrations if anything requires expanding, clarifying or simplifying. Illustrations of any type should be relevant and fully explained. Bear in mind that a talk will last longer if visual aids are used.

PowerPoint or other presentation software is often used to support a presentation, although care needs to be taken to ensure that this technology aids the presentation and does not detract from the main essence of your talk. 