



The Top Ten Questions to Answer Before Creating Your Presentation

1. Who is your audience?

What do they know about the topic? How can you create a context for understanding the presentation content?

How many different learner levels are there in the group? How will you use the different learner levels to stimulate interaction in the presentation? What is the size of the group? How will it influence the presentation's design and delivery?

2. What do the participants “need to know” about the topic?

What is the core content?

What are your SMART* objectives?

Specific Measurable Attainable Relevant Trackable

What resources can you refer them to for additional information?

3. What is the WIIFM for the (different) participants?

How will you help participants make a connection with the topic and say, “I understand the “WIIFM” (What’s in it for me?)

4. How much time will you be given to present?

How much can you accomplish in the timeframe and develop a rapport with the audience?

What time of day will you present? How will it influence your delivery?

5. What is the environment for the presentation?

Will you be presenting in an auditorium, a boardroom or a cafeteria?

How will the environment influence your design and delivery?

Can you arrange the room to create a collaborative environment?

6. How will you sequence and “chunk” the content for maximum effectiveness?

Will you move from: overview to details, general to the specific, simple to complex, concrete to abstract, practical to theoretical, observation to reasoning, etc.?



7. How will your participants learn the material?/What strategies, methods, and materials will you employ and provide to realize the objectives and ensure the participants' comprehension?

How will you engage the members of your audience?/How will you incorporate what you know about human learning into the design, development and delivery of your presentation?

How will you meet the needs of all the participants learning styles?

8. What is your approach to delivering presentations? What do you know about your personal style?

What is your vision of a presenter?

An authoritarian figure who dispenses information?

An authoritative figure/a facilitator of new learning experiences, and a resource for learners?

How will you create a positive and intellectually stimulating environment?

9. Will you have the opportunity to send a pre-presentation letter/materials to the participants? How will it engage them?

How will you generate interest for your presentation through sending pre-work materials?

10. How will you evaluate the success of the presentation?/What are the measures of the success of the content and the presentation style?

What types of feedback will you gather - written evaluations and/or oral feedback at the end of the session?