Always with the audience in mind.
Always mindful of length.

1 **Know your main take-away** → Be crystal clear on your objective.

This will help you edit your presentation to be more effective.

2 **Craft a positioning statement** → Set expectations and relevancy.

Start your meeting with one sentence that summarizes the agenda and why your audience will benefit.

Will the information save them time, money, or pain? What's in it for them?

3 **Identify major buckets of content** → Organize ideas into clear topics.

Roll all your information into three or less major topics or themes. This will help with retention and clarity.

4 **Scale content/detail** → Tailor to your specific audience.

Add or remove details depending on the interest and knowledge of your audience.

Have a Plan B. If you run out of time, or your meeting length is shortened, have a plan in advance of where to scale content.

5 **Integrate storytelling** → Use stories to illustrate concepts/ideas.

Stories bypass defenses, build relational connections, and are more memorable.

Where can you humanize your concepts or ideas through story?

6 **Craft transitional statements** → Craft one-liners between buckets/topics.

If transitions are wordy, they are no good.

In one sentence, how can you thread the previous topic to the next?

7 **End strong** → Summarize ideas, invite questions, then deliver final thoughts.

Have the last word. Don't end your meeting because your ran out of slides, time, or questions.

Share a soft close summarizing your ideas. Answer questions. Then be sure to save yourself a minute or two for a hard close that sounds like Step One – zooming out to the main objective.