

Some Suggested Guidelines for Presentations to the School Board



1. Main Point:

What is the one (main) point that I would hope the audience would remember about this presentation?

2. Explain the Purpose or Intent :

Tell the audience what you hope they remember from this presentation.

3. Opening:

How are you going to attract and hold the audience?

Present a headline or factoid. It could be a **statistic**, a different **Prospective** or a **story**. A **Quotation** or an **endorsement**. A **Metaphor** or an **Analogy** or **Comparison**. Something that creates an interest in your topic.

4. The Filters

a. How are you going to get through the filters of the audience?

b. How am I going to connect what they know and the new information that I am going to present?



5. The one Thing to Remember:

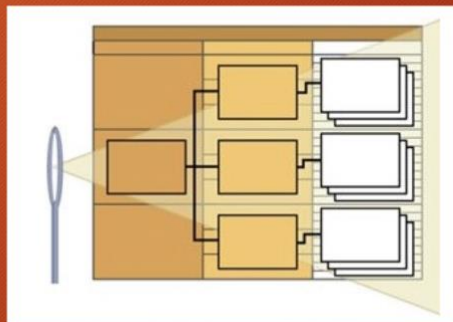
- What is the one thing I would like the audience to remember about this presentation?
- What are two or three subpoints that I would like them to remember - a bonus?
- How am I going to support my main point and subpoints?

For example:

One Point (Remember 1 point)

Three Points (Bonus of 3 pts.)

Support the points



6. Connecting and Remembering:

- How am I going help them remember the **one point**? (e.g., Tell them, remind them, and tell them again.)
- How am I going to **engage and involve** the audience? The lowest level of connecting is seeing and hearing.
- How can I have the audience **discuss and experience** what I would like them to remember?
- How can I show **enthusiasm** for my topic?

We Learn...

10% of what we read

20% of what we hear

30% of what we see

50% of what we

see and hear

70% of what we

discuss

80% of what we

experience

95% of what we teach

to others

- William Glasser

7. Should I use Power Point?

No, if the message is to convince and inspire the audience – if you are wanting to audience to do something.

Yes, if sharing information – not asking for the audience to do something.

If using Power Point: **Essential “do’s and don’ts”**

1. **Never read** what is on the screen. The audience can read.
2. Engage the audience by **looking at them** – not at the screen.
3. Usually, only **one idea or concept per slide** – no more than two!
4. Usually, only **one or two lines per slide** – sometimes with graphics
5. **Use visuals**. Charts are better than numbers and Images are better than words
6. Create an **outline**, then a theme, and then arrange in a sequence
7. Must be **40 font size** or larger for the audience to read.
8. Use **images to support** the message – but don’t overwhelm
9. Use a **template** that is appropriate to your message
- 10 Use brief **statements** – no sentences
11. Use the **animation feature** to control the flow of the message
12. **Numbers for** the slides
13. Customize the slides for the audience – **use the logo** of the district or school.
14. **Rehearse** for timing and flow of the message
15. **Turn off** the PowerPoint, if you want them to do something.
15. **Less is better than more** – limit to less than 15 minutes, better with 10, if possible

8. Planning your presentation

1. Practice and practice again
2. Show Enthusiasm for your topic
3. Arrive Early to reduce worry by the host
4. Adjust to Your surroundings
5. Be clear about the expectation of timing and for questions
6. Use Positive visualization
7. Take Deep Breaths

9. Ending the presentation

Remind the audience about what you hope they remember – the one thing!

Leave time for questions.



By Jack McKay, Executive Director, The Horace Mann League of the USA.