



**QUICK START GUIDE:  
PRESENTATION PLANNER**

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**DEFINE IT** ↓

**What's Your Goal (the change you want to see after the presentation)?**

**Ask yourself these questions to help determine the goal:**

**What bad thing will happen if they don't know this?**

**What are they actually going to do with this information?**

**Why is it important they know this information?**

*Questions from Design for How People Learn by Julie Dirksen. It's a great book. Go out and buy it.*

**DEFINE IT** ↓

**What's Your Goal (copy from page 1)?**

**REFINE IT**

**Key Point  
(2-6 Main Ideas)**



**ALIGN IT**

**Story, Analogy,  
Example, Activity, etc.**



**DESIGN IT**

**Ideas to Represent  
it Visually**




Answering these questions will help you understand your audience and give you the foundation you need to build an amazing presentation for them.

1. How much does your audience know about the topic (novice, proficient, expert)?
2. Does your audience have misconceptions about your topic that you need to clear up?
3. What is the age range of your audience, and are there other relevant demographics? Special needs? Literacy barriers?
4. What might they be interested in?
5. What's in it for them?
6. Why are they here (extrinsic or intrinsically motivated)?
7. Is there a problem I can help them solve?
8. What might they do with this information?
9. What's the best way to reach this audience?

## DETERMINE THE GAP(S)

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Knowledge Gap - Not having the information

Skills Gap - May have the information but need to develop skills (like driving a car)

Motivation or Attitude Gap - May have the information or skills but struggle with the motivation or can't understand why the change is needed or important

Environment Gap - Does the environment support the person in being able to succeed or are there barriers that in the process or environment? Do they have enough time and support to make the change?

Communication Gap - Vague or conflicting directions

# BUILDING YOUR Avatar

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What do I know about this topic?

What's my personal experience?

How might this experience benefit this audience?

Is there a problem that my experience can help them solve?

Are there elements of my personal story that align with the concepts in the modules?

What are my presentation strengths or strengths I want to build? (Am I a good story teller? Am I good at leading group discussion? Am I good at facilitating activities? Am I good at drawing analogies? Do I have good examples?)



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Asking the following questions can help you decide what data to include in your presentation versus what might be better suited for a handout or left out altogether.

What are the conclusions that can be drawn about the data?

What's compelling about this information?

Are there trends to show?

Are there comparisons you'd like to demonstrate?

Is there anything surprising or unexpected to share?



## **Design for lay audiences.**

Statistical information can easily overwhelm. Gear all design toward lay audiences. Remember people look for comparisons and themes. Make them easy to see! People read left to right, top to bottom. Avoid centering.

## **De-clutter! Remove grid lines and tick marks.**

The more "noise" ...AKA extra info you can delete, the easier to interpret.

## **Titles and subtitles matter.**

Make sure they're concise, interesting and at top left. Spend time creating a title that creates a "hook" and conveys the main point. Position at the top left, so it's read first.

## **Use color as a tool to your advantage.**

Consider using an action color. Select color palette that goes with the theme and/or appeals to your audience. Use gradients of color: lowest value/lightest color - highest value/darkest color.

## **Limit the use of legends. Avoid whenever possible.**

Example: when creating a bar chart, place horizontal labels beside or on the bars.

## **Select the right data visualization for the job.**

There are many online resources for deciding whether a pie chart, line graph, or bar chart, etc makes the most sense.

## **Present in 2D.**

3D charts may look more sophisticated, but experts agree they are harder to read.

## **Use round numbers.**

Round to the nearest whole number for the quickest, easiest transfer of information.

## **Put it in context.**

Numbers are meaningful when we understand them in relation to the total picture.

Align It is where the fun begins! It's where we take our key points and make them “stick” using a variety of teaching methods and smart information design.

Choose from any of the following to bring your key points to life:

- High level organizer
- Stories
- Images
- Video
- Showing data
- Props
- Current events
- Analogies
- Activities
  - Small group discussion
  - Question & answer
  - Make data come alive
  - Fill in the blank
  - Build something
  - Demonstration
  - Surveys & polls
  - Examples



## **Bonus Section – Pro Tips**

Practice. It really does make perfect. Make time to rehearse your presentation.

The best of the best presenters find ways to make complex, abstract information concise and concrete. Strive to be the best of the best.

If someone offers you a microphone, take it. It's likely that people in the room may have difficulty hearing otherwise.

Design your slides for the people sitting in the back of the room. Everyone needs to be able to see your visuals, not just those who sit near the front.

Don't draw attention to shortcomings.

If technology isn't working (i.e., your video doesn't play), move on quickly. Spend too much time trying to get something to work, and you'll risk losing your audience.

Have a Plan B and maybe C. Make a plan ahead of time regarding what you'll do if your technology fails or you forget your handouts, etc.

Keep the presentation within the allotted timeframe. The moment you "go over" you've lost your audience.

It's perfectly acceptable to say "I don't know". Make a plan to respond to questions you can't answer on the spot.

When you're invited to a meeting to give a presentation, find out if your presentation is the only item on the agenda. If not, find out where you are on the agenda and how much time you've been allotted.

**BONUS TIP:** Wear something with a little "bling". We're testing theory. It's possible that a "shiny bauble" will help people focus on you during the presentation. Give it a try and let us know your results!

Happy Presenting!!!

# RESOURCE LINKS

## Resources for Designing Print Documents, Presentations, and/or Social Media Posts:

Canva - [www.canva.com](http://www.canva.com)

Adobe Express - [www.adobe.com/express](http://www.adobe.com/express)

Beautiful ai - [www.beautiful.ai](http://www.beautiful.ai)

## Resources for Color Palettes:

LOL Colors - <https://colors.lol>

Canva - 100 Brilliant Color Combinations Blog Post <http://bit.ly/2d5xb5g>

Color Hexa <http://www.color-hex.com/>

Design Seeds <http://www.design-seeds.com/>

Color Scheme Designer <http://www.paletton.com/#uid=1000u0klllaFw0g0qFqFg0w0aF>

Google Chrome Eyedropper Extension <https://chrome.google.com/webstore/detail/eye-dropper/hmdc-mlfkchdmnmnmheododdhjedfcka>

## Create a Color Palette Based on a Photo

<https://www.canva.com/colors/color-palette-generator/>

## Places to Find Photos and Icons

The Noun Project <https://thenounproject.com/>

Stock Snap IO <https://stocksnap.io/>

Pexels <https://www.pexels.com/>

Canva Blog Post Stock Photo Sites <https://designschool.canva.com/blog/free-stock-photos/>

## Photo Editing Tools

Pic Monkey <https://www.picmonkey.com/>

You can also do photo editing in Microsoft PowerPoint, Publisher, and Word

## Downloading Fonts

### Fonts are available on many websites, but these are a good place to start:

<https://fonts.google.com/>

1001 Fonts: <http://www.1001fonts.com/>

Da Font: <http://www.dafont.com/>

Font Squirrel: <http://www.fontsquirrel.com/>

Step by Step Guide to Downloading Fonts: <http://thevisualcommunicationguy.com/2013/08/20/how-to-install-new-fonts-on-your-pc-in-three-quick-steps/>

**Info Inspired Blog:** [www.info-inspired.com](http://www.info-inspired.com)