

10 Steps to Creating a Dynamic Presentation

1. **Rehearse your presentation**, ideally many times, in front of an audience if you are able (even just a colleague!). Ensure you know exactly how long it takes you to get through your talk.
 - **If nothing else. Do this!**
2. **Frame your topic from the start** of your presentation. Explain what the central theme or thesis of your presentation is about right away.
3. **Speak at your normal pace and be confident!** Imagine you are talking to a group of close friends or colleagues about something you mutually care about.
4. **Emphasize the importance of the ideas** in your presentation rather than your personal stake in or contribution to it.
 - Your introduction should be less than a minute and simply situate you in relation to the information you will be sharing in your talk.
5. **Focus on the idea or intervention** you are discussing in ways that are relatable and could be applied by other people and organizations.
 - Avoid gratuitous references to your career, publications, or other accomplishments, and those of your organization.
6. **Be intentional with your PowerPoint slides.**
 - Use slides sparingly and only when they enhance communication of the main point(s) you want the audience to take away from your presentation.
 - Slides are most useful when they contain simple, clean, visual representations of information you are discussing (photos/images, graphs/data visualizations, etc.)
 - One visual per slide is preferable to multiple.
 - Slides should have minimal text. Text should be kept short and to the point. Bullet points are best! Avoid reading from slides.
 - All text should be in a standard font, color, and size.
 - Use high contrast colors and shades to ensure visual accessibility. Avoid using red/green color combinations and different colors with similar saturation.
7. **Use plain, accessible language** whenever possible, avoiding technical jargon (acronyms, buzz words, etc.) except such terms that are clearly and consistently defined and widely used by the field at large.

- For instance, it's ok to use the acronym CoC, but don't abbreviate Department of Children and Family Services as DCFS because this acronym is not the same across all states and jurisdictions.
8. **Limit sharing information about your organization** to only that which is crucial to communicating your central point about the idea or intervention you are discussing.
 - Avoid spending your time talking about your organization's history and achievements.
 9. **Speak conversationally.** Audiences connect more when they feel connected to a speaker and not like the speaker is reading to them or performing.
 10. **Make eye contact with your audience.** Connection keeps audience members engaged and open to listening to what you have to say.