



Creating Proposals for Presentations that Make an Impact

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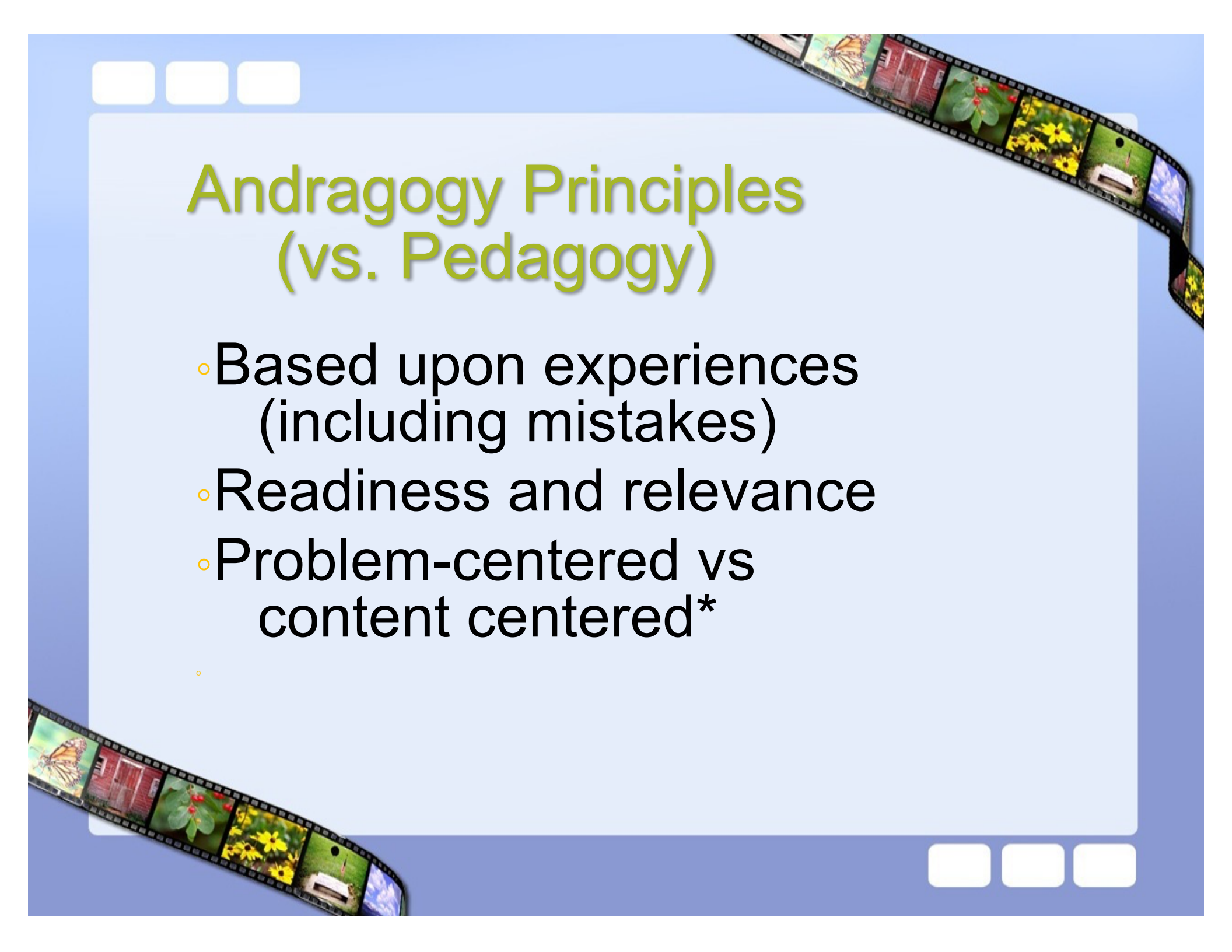
From Good Teaching to Good Presentations

- Those that can, do. Those that can't, teach.
 - George Bernard Shaw
 - Those that know, do. Those that understand, teach.
 - Aristotle
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Begin with the End in Mind

- What can go wrong and what can go well?*
- Draft Objectives for Audience take-aways
 - Inspirational
 - Tactics to address an issue
 - Practical tools



Andragogy Principles (vs. Pedagogy)

- Based upon experiences (including mistakes)
- Readiness and relevance
- Problem-centered vs content centered*
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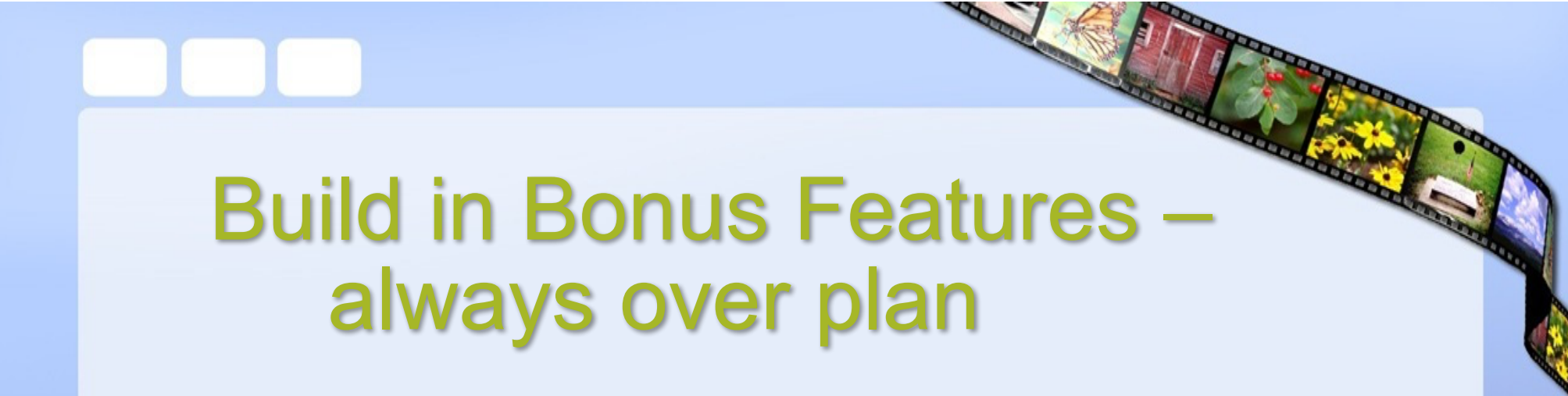
Design a Process for Impact

- Objectives with insights – & a hook
- Audience, Venue & Technology
- Energy & Engagement/Connections
– the power of exercises
- Steps to avoid
- Wrapping up - Thanks – and stick around with contact information




Draft a Proposal that Others want to Attend

- Beginning Titles with a Gerund . . . and end with a result
- Engage audience in the proposal summary through:
 - active verbs (*create, design, develop*) and
 - avoid more passive verbs (*learn, understand, consider*).
- Focus on the objectives
 - and the audience take-aways.



Build in Bonus Features – always over plan

- Use Guy Kawasaki's 10-20-30 rule for PowerPoints
 - Bring hard copies (when technology doesn't cooperate).
 - Link to insights from exercises with participants.
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Big Wrap Up

- Identify Objectives based on Andragogy
- Design an Engaging Process
- Draft an Active Proposal
- Plan for glitches – and have fun!