

POW **WOW** PITCH

Honing Your
Presentation Skills

Toolkit for Learning Module **4**

In partnership with  sklarwilton



Getting Started: Honing Your Presentation Skills



4

IN THIS TOOLKIT:

ABOUT

In this module, we learned how to be confident and inspire confidence as a presenter and helping entrepreneurs' passion shine through.

This document is a **ready-to-use toolkit** containing the **blank frameworks** you can use to apply these learnings to your business today. *For any examples or explanations on how to use the tools, please refer to the full corresponding module presentation.*

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Checklist | For Better
Presentation Skills

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Your content won't speak for itself and you can't fool your audience with style alone. A great presentation is about the balance of excellent content and authentic personal style, all in service of the audience. Use this checklist as you prepare for your presentation.

- **Your style:** Your presentation should reflect your personality. You want to show the audience who you are: your ideas are more credible when you feel like a person the audience can trust.
- **Your content:** If your audience truly understands your ideas then you have accomplished your goal. Even the best ideas may not succeed without the ability to convey them clearly.
- **Synchronizing With Your Audience:** Synchronizing with the audience is about having everyone understand the content you are sharing from the same perspective as you. What is essential for the people hearing your presentation to understand before you take them on the journey?
- **Your Matter:** The content you are sharing must be thoughtfully selected, purposefully organized and vary in format (arguments, sales data, consumer research, etc.) They must all serve your through-line, the invisible thread that binds your story together.
- **Your Manner:** How you deliver your content is what creates trust between you and your audience. Be sincerely yourself, just the performance version of yourself.

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Thank you!