



# Speaker *focus*

## Don't Build It From The Top Down: Developing Content For Your Presentation

Imagine you're going to build a house. You don't just start building and add more wood as you proceed. Nor do you start with the roof and build from the top down. You start with a blueprint. You create a detailed and precise plan of what you want your house to be. The blueprint serves as the architecture and engineering design. It's the guide to building the house. It's the same thing with your presentation. You should start with the end in mind.

### 1. **Start With The Foundation**

What are the two or three main things you want your audience to remember from your presentation? Identify these main points first and then build the structure of your presentation around them.

### 2. **Identify Supporting Pillars**

Once you know what you want your audience to remember, then add supporting points to those main ideas. These supporting pillars serve as your discussion points and add context.

### 3. **Discuss The Purpose**

Start your presentation by listing why it is important to your audience. Identify what's in it for me --the audience-- (WIIFM) quickly. Our brains are meaning driven. Help your audience understand the meaning of your presentation and why it's important before giving them the meat.

### 4. **Discuss The Back Story**

What led you to decide to present this information? Is there a story you can share? Stories hook people. Once you've started your presentation with why it's important to your audience, share a story that connects to your presentation. If it's research based, what drove you to look at something differently? Do you have patients that needed a different approach? The more humanness you can add to your presentation the better.

### 5. **Outline Your Presentation**

Create a blueprint of your presentation. First should be the WIIFM. Followed by the story. Then go to the main points, each with its supporting points.

### 6. **Dump The Data**

Data and facts don't persuade people. It's the emotional connection, the story, the visuals of those data and facts that persuade people. Go light with the data. Give them the highpoints. Tell the audience then can get the data directly online or from your personally. Do not waste valuable presentation time explaining all the details of your research. Explain the results and what's in it for them.

### 7. **Then Roof Your Presentation**

You'll want to close your presentation by recapping everything you told them. Tell them again why this was important. Repeat the two or three main ideas. Thank them for their time and attention.

### 8. **Add Your Visual Accents**

Once you have your content decided, then you're ready to proceed to your PPT. Only one idea per slide. Keep the text minimal. Use more visuals than you do text. People cannot read and listen at the same time. We'll discuss more about your PPT in a future post.