Speaker Checklist for Effective Presentations

**LEARNING OBJECTIVES**

**IDENTIFY** three to four clear learning objectives.

**LEARNING OBJECTIVES** are included in the presentation.

**ENSURE** all learning objectives have specific action verbs.

**EXAMPLES**

Name  
Evaluate  
Describe  
Explain  

Identify  
Construct  
Compare

**SAMPLE LEARNING OBJECTIVE**

By the end of this training, participants will be able to describe five best practice tips in developing a top-selling sales culture.

**HUNK THE PRESENTATION**

**CREATE**

natural breaks throughout the presentation for learners to interact and process the new content.

**BREAKDOWN**

complex concepts into manageable chunks of information.

**SPEAKER**

should plan to speak for less than 10 minutes at a time.

**ENGAGEMENT**

- Avoid starting the presentation stating, “Hi my name is… Today I’ll be talking about…”
- Engage the learning at the beginning of the training.
  - Pose a question
  - Share a story: historical, personal, imaginative
  - Use an image: picture, video, comic
- Share the “why” or purpose of the training; How will it benefit the learner?
- Create at least one opportunity for learner collaboration throughout the training:
  - Turn and Talk: Pose a question and have partners share their answers
  - Participants respond on a shared document or in a chat box
  - Learners “teach back” the new information to each other
  - Groups work together to respond to specific scenarios
  - Live poll to collect group data
- Allocate time for Q&A.

**POWERPOINT**

- Avoid using text only and long paragraphs in your slides.
- Utilize images that support your key points.
- Ensure the font, colors and size of the text can be read from the back of a room.
- Spell check and proof-read slides.

**PRESENTATION TIPS**

- Avoid reading the slides.
- Practice slow, clear delivery.
- Be aware of your nonverbal communication.
  - Create eye contact with audience
  - Positive tone
  - Stand and move around the room, if possible
  - Read the room for questions or confusion
- Do not include commercial sales within your presentation.
- Relax, breathe and have fun!