

## **Preparing a Presentation**

A leadership Presentation on behalf of SofemaOnline ([www.sofemaonline.com](http://www.sofemaonline.com))

Sofema Aviation Services [www.sassofia.com](http://www.sassofia.com) looks at the challenges to ensure we deliver the strongest possible presentation

### **Presentation is the Key to Success**

The challenge is to maximum the effectiveness of the time we can commit to developing the presentation. Typically, you will be time constrained with many obligations. Nevertheless, it is essential we complete all the elements to prepare a presentation which:

- a) We can be proud off
- b) More importantly it is well received by the audience or delegates

### **Step by Step**

#### **1) Consider the Speaker / Audience Relationship!**

It is an important consideration to focus on the audience together with an understanding regarding the reason they are in the room with you. What is the subject relevance to the audience.

The more knowledgeable they are in the subject the harder you need to work to win them over. This could require a far deeper research and preparation on your part. How knowledgeable are you in the subject matter? What Unique Insights can you bring to the presentation. Note that if you share information which provides opportunities for the delegates based on your shared understanding you provide them with a sense of purpose.

#### **2) Developing the Objective**

Often the purpose of the presentation is simply to raise awareness regarding the subject matter. However, it is also possible to deliver a motivational speech with a strong call to action,

To help yourself try to answer this question - At the end of the presentation, I would like the delegates to be able to A, B & C !

Whilst there can be multiple objects in the final analysis the objective should be both unambiguous and realistic.

### **3) Considering the Key Message**

A typical presentation should focus on a small number of key messages – let's say a maximum of 3! The reason for this is that the more messages we have the more complicated becomes the presentation and the more challenging for the Presenter to get the message across and for the Delegate to unpack all the information.

So once we decide on the key message / messages we can focus on building content around the key points. All the content which sits alongside the key points should be tested for relevance and discarded if it is too weak.

### **4) Develop the framework for your presentation**

Organize the structure of your speech, "The Content" which contains the message you wish to get across – timing is everything here because this part of the presentation should take approximately 80% of the available time.

Now to consider the opening which will be approximately 10% of the time but which is important to set the tone and to serve as an introduction to the message you intend to get across

Finally, the conclusion may be developed which serves to re-enforce the message of the content (Here you could also include a call to action)

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