



The ECHO™ — Your Weekly Presentation Tip

April 16, 2008

What's the Point?

Think of a time you were in an audience during a presentation and asked yourself, "What's the point?" You'd been listening to the presenter for some time, but you had no idea what the point of the presentation was.

To make sure that doesn't happen to you when you present, take the time to prepare carefully. Follow these steps:

- Ask yourself: What's my objective in giving this presentation?
- Ask yourself: At the end of my presentation, what do I want the audience to know or do?
- Then boil down the main point of your presentation to one sentence.

Keep that one sentence in mind as you prepare and deliver your presentation. Your point will be crystal clear.

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