



The ECHO™ — Your Weekly Presentation Tip

July 16, 2008

Why Am I Presenting?

As you begin preparing for your next presentation, ask yourself, "Why am I presenting?"

Think about what you're trying to achieve with your presentation:

- Is it to persuade your audience to take an action of some sort?
- Are you giving them information they need to know?

And think about what you need your audience to know or do at the end of your presentation. After you finish, what happens for them with the ideas you've just presented?

When you begin your preparation by thinking about what you're trying to achieve and what the outcome is that you're trying to get from your audience, you'll focus on both critical components of a successful presentation - your message and your audience's response. You'll take the first step to choosing what you can do, say and show during your presentation that will get you there.

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