
Consideration factors in storytelling while conducting presentations

Use these seven factors in preparing your storytelling for a presentation.



Audience

Provide a mix of high-level overviews and detailed explanations, allowing the experts to engage at their preferred level.

Your audience can either be friendly, neutral, uninterested, or hostile. No matter the audience, your job is to deliver a presentation that will address all of their needs. You can do this by interacting or stimulating them. Ask yourself these questions to determine how well your presentation will meet the needs of your audience:

- How will this topic appeal to this audience?
- Does the presentation meet my audience's needs?
- What strategy or strategies will be most effective in communicating the information to my audience?
- What activities will encourage the audience to remember the main points of the presentation?

Content complexity

Provide visual aids and adapt the presentation to suit the audience.

When the content being covered in the presentation is complex, make sure you structure it carefully and provide clear explanations. When you simplify complex information and keep its essence intact, your audience can grasp key points more effectively.

Make sure you consider the audience's background knowledge and adapt the presentation to make it accessible and engaging for them.

Presentation outline

There are two outlines to a successful presentation:

1. Presentation outline. These are comprehensive outlines that include all the information in your presentation.
2. Speaking outline. These are notes that guide you. They summarise the full preparation outline down into small usable notes.

The content of the presentation should contain the following structure:

1. Attention statement
2. Beginning
3. Body
4. Conclusion
5. Residual message

Purpose

Create a purpose statement. A specific purpose statement builds on your general purpose, which is to inform, and makes it more specific.

If your first speech is informative, your general purpose will be to inform your audience about a very specific realm of knowledge.

To write a specific purpose statement, make sure you include the three contributing elements of you, your audience and the context or setting.

Create a central idea statement. You should clearly state your central idea. It helps you to create a focused presentation by defining your topic, purpose, direction, angle, and point of view.

Resources and technology

Different technologies can be brought together in order to improve a presentation

Visual design tools like PowerPoint, Google Slides and Canva can create visually appealing slides to form the foundation of a presentation platform.

Excel can be used to create charts and graphs from complex data.

Interactive tools like Mentimeter can be used to allow audience interaction.

Time constraints

It's important to manage time constraints when preparing and delivering a presentation.

In this timeframe, the speaker needs to ensure covering all key points effectively, keep the audience engaged, and finish within the allotted time, ensuring the presentation is both concise and effective.

Prioritise the most essential features of the presentation. When you prioritise key points and structure the presentation to fit within the allotted time, it ensures that all critical information is conveyed without rushing.

Ensure the following steps for time management:

- Plan for each section of the presentation.
- Allow time for questions.
- Practice to ensure the presentation flows smoothly.

Accessibility

Making a presentation accessible ensures inclusivity, which means all audience members, regardless of their abilities, can engage with and understand the presentation.

Visual aids are useful, but relying only on these might mean some of the audience may miss key points of the presentation.

To ensure a presentation is accessible:

- Use clear language.
- Provide captions or transcripts for audio and video content.
- Provide visual aids that are visible and understandable considering the needs of individuals with disabilities.
- Use alternative formats, such as printed materials for the audience.