

Presentation Success Guide

Delivering an effective presentation requires clear purpose, strong organization, and confident delivery. Use this guide to plan, design, and deliver presentations that connect with your audience.

1. Start with a Clear Purpose

Before creating your presentation, identify your goal. Most presentations fall into one of three categories:

- **Inform** – Share knowledge or explain a topic
- **Persuade** – Convince your audience to adopt an idea or take action
- **Inspire** – Motivate or energize your audience

The purpose shapes your tone, structure, and delivery style, so make sure every element of your presentation supports that goal.

2. Know Your Audience

Remember that your presentation is for the audience, not the speaker, so put yourself in their shoes as you consider how to best meet their needs or expectations. As you plan your structure and delivery, ask yourself:

- What does your audience already know about your topic?
- Why are they attending?
- What do you want them to do afterward?

3. Organize Your Ideas

1. **Introduction** – Clearly introduce your topic and purpose, provide any necessary background or context, and capture attention with a hook (e.g., question, story, or key statistic)
2. **Body** – Break your content into logical sections or key points, use credible evidence and examples to support ideas, and include smooth transitions to connect ideas and maintain flow
3. **Conclusion** – Summarize your main takeaways and with a clear closing statement or call to action that reinforces the purpose of your presentation

4. Deliver with Confidence

The first step to delivering with confidence is knowing your material, so make sure you have a good understanding of your content and the layout of your presentation. Then, remember to:

- Maintain eye contact and use purposeful gestures
- Vary your pace, tone, and volume
- Avoid filler words and monotone delivery
- Dress appropriately for your audience and setting

5. Take Advantage of Campus Resources

- Practice your presentations at the [Business Communication Center](#) to gain confidence and receive feedback
- Utilize UTD's [Microsoft 365 access](#) and take advantage of PowerPoint's [Speaker Coach](#) feature, which provides live feedback on your presentation delivery
- Join [JSOM Friday Toastmasters](#) to develop your confidence as a communicator and leader