



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

AFP Speaker Guide



Creating the Content



Creating Content

- 1. Use a structured approach**
- 2. Focus on critical takeaways**
- 3. Use Visuals Wisely**



Presentation Facts

- 35 million PowerPoint presentations per day
- 79% say “most presentations are boring”
- 10 minutes = Time before most people tune





**“You can have brilliant ideas, but if you can't get them across,
your ideas won't get you anywhere.”**

- Lee Iacocca, former CEO of Chrysler Corporation



“One of the big lessons from behavioral economics is that we make decisions as a function of the environment that we’re in.”

– *Dan Ariely, Professor of Psychology and Behavioral Economics at Duke University*



Story Structure



Hero



Project Sponsor



Conflict



Obstacles in the way of Your Goal



Resolution



Results of Your Work



Clearly Define the Purpose of Your Presentation



Start with why.

Most people spend all their time talking about what they want you to know and never mention why you should care.



Create an outline

1. Create it
2. Refer to it often
3. KISS – Keep it short and simple. Cover 3 to 5 main points
4. Ask yourself, “Will my audience understand the key point?” and “How can I make this simpler?”.
5. Create section headings

Table of Contents	
Introduction	2
1. Creating the Content	2
a) Use a Structured approach – Principles, not templates	2
i) Clearly define the purpose of your presentation	3
ii) Create an outline	3
iii) Know your audience – relevancy, context	3
iv) Close Strong	4
b) Focus on critical takeaways	4
i) Things they can implement immediately	5
ii) Longer-term benefits they will get	5
c) Use Visuals Carefully	5
1. Use images to anchor concepts	5
2. Data visualizations	6
Part 1: Summary of Key Takeways	6
2. Preparing Yourself and Your Presentation Team	7
a) Organizing practice run throughs	7
b) Practice, practice, practice and get feedback	7
c) Understanding the technology for virtual presentations (WebEx)	8
Part 2: Summary of Key Takeways	9
3. Delivering Your Presentation	9
a) Presentation key principles	9
b) Activities, Exercises, Discussions	10
c) Do's and Don'ts when you present	11
Part 3: Summary of Key Takeways	12
Conclusion	12

Know your audience



1. Experience
2. Topic Knowledge
3. Communication Style



Close Strong

1. Story
2. Summary
3. Call-to-action



Focus on Critical Takeaways

- What are the learning objectives?
- What will the audience get from attending?
- What do you want them to do (call-to-action)?



Focus on Critical Takeaways

- **What's the value of what you're sharing?**
- **What level of learning are you aiming for?**
 - Knowledge transfer
 - Evaluate what they learn
 - Will they teach others?



Focus on Critical Takeaways



1. Things they can implement immediately
2. Longer-term benefits



Use Visuals Carefully



Be intentional



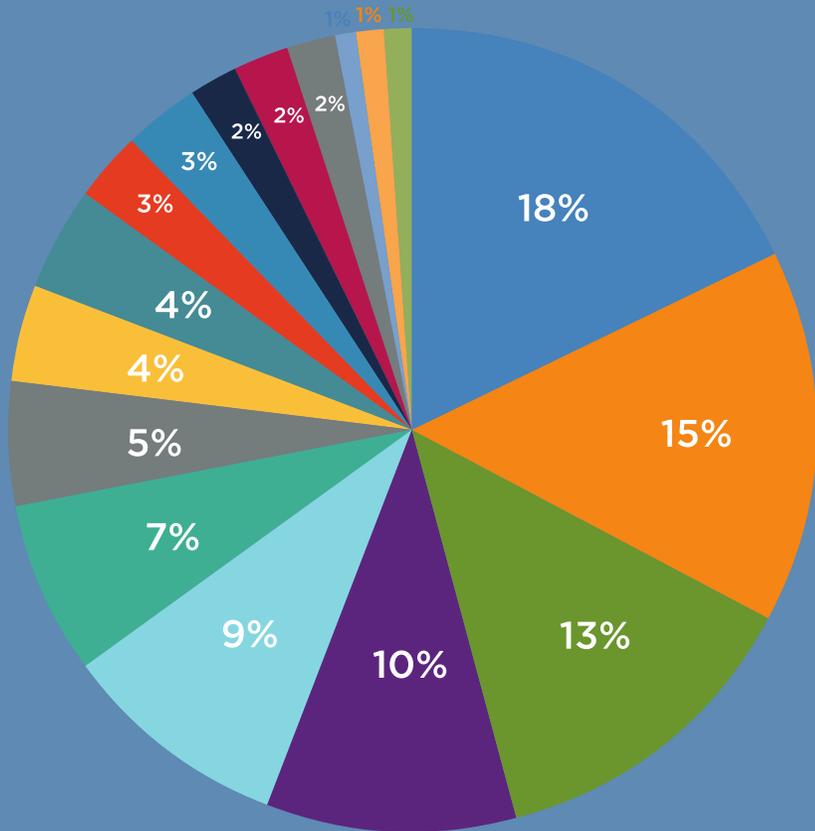
Be Brief

3

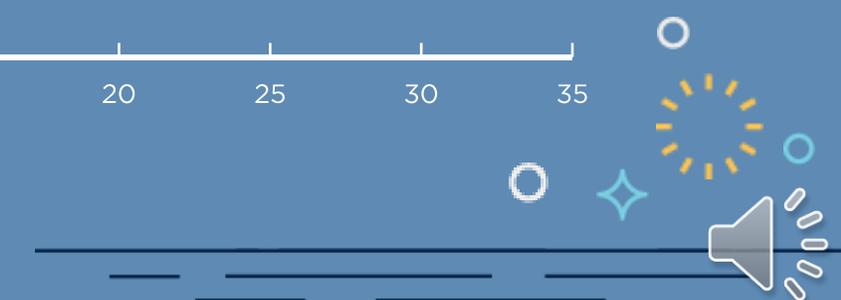
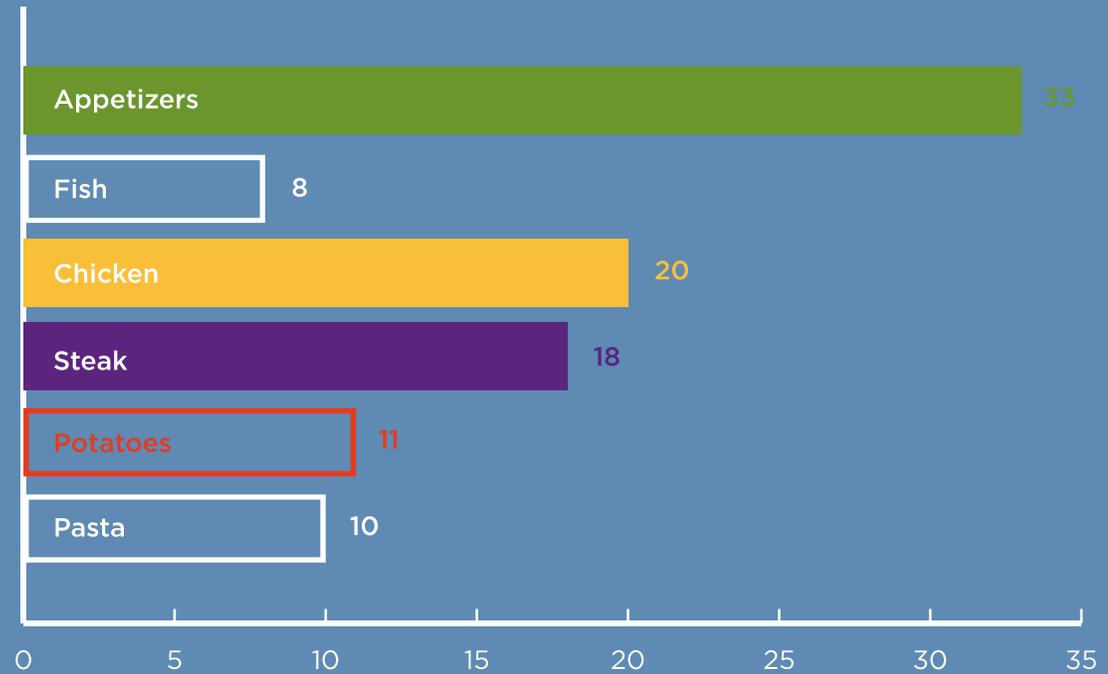
Rule of Three



Use Visuals Carefully

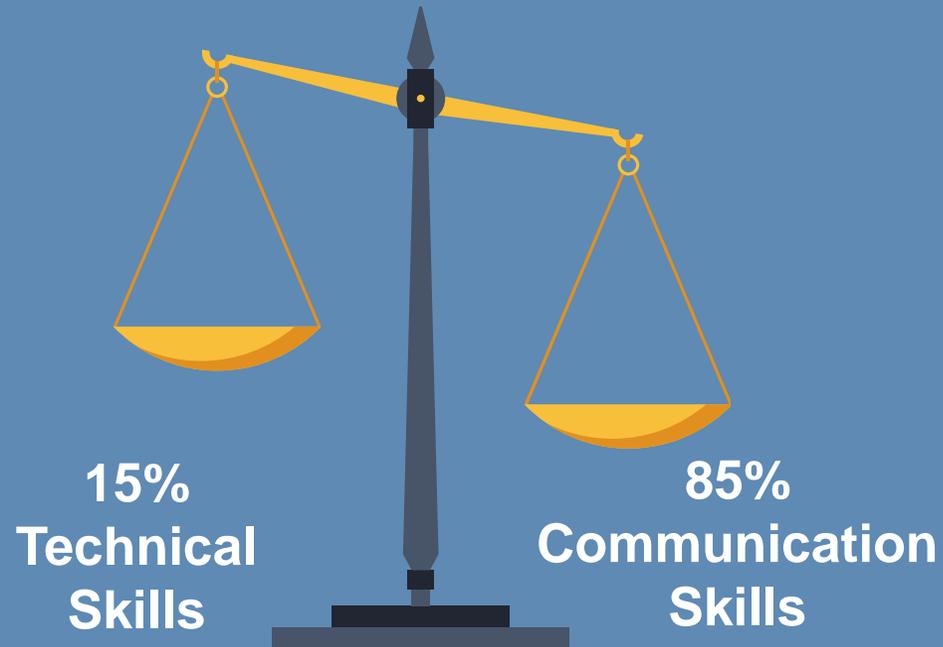


VS.



Use Visuals Carefully

Success Factors



Creating the Content



Preparing Yourself
and Your Team



Delivering Your
Presentation



Data Visualizations



- People can process visuals 60,000 times faster than text
- Focus on key data
- Be prepared to dive deeper, but don't do a data dump



Creating Content Recap

1. Three main story elements:

- The Hero
- Conflict
- Resolution

2. Be clear on the purpose of your presentation

3. Proper use of an outline

4. Things you want to find out about your audience



5. Strong close.

6. Critical takeaways

7. Simple rules for using visuals wisely:

- Be intentional
- Be brief, and
- The Rule of Three



Knowledge is Only Potential Power

“The success of your presentation will be judged not by the knowledge you send but by what the listener receives.”

~ Lilly Walters, Author

