

 Cengage

New
Perspectives

Microsoft® Office 365® PowerPoint® 2021

Comprehensive

New
Perspectives

Microsoft® Office 365® PowerPoint® 2021

Comprehensive



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**New Perspectives Series[®], Microsoft[®]
Office 365[®] & PowerPoint[®]
2021 Comprehensive**
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Cover Image Source: Hiroshi Watanabe
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Library of Congress Control Number: 2022935105

Student Edition ISBN: 978-0-357-67225-9

Looseleaf ISBN: 978-0-357-67226-6*

*Looseleaf available as part of a digital bundle

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Boston, MA 02210
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Printed in the United States of America
Print Number: 01 Print Year: 2022

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Getting to Know Microsoft Office Versions

Cengage is proud to bring you the next edition of Microsoft Office. This edition was designed to provide a robust learning experience that is not dependent upon a specific version of Office.

Microsoft supports several versions of Office:

- **Office 365:** A cloud-based subscription service that delivers Microsoft's most up-to-date, feature-rich, modern productivity tools direct to your device. There are variations of Office 365 for business, educational, and personal use. Office 365 offers extra online storage and cloud-connected features, as well as updates with the latest features, fixes, and security updates.
- **Office 2021:** Microsoft's "on-premises" version of the Office apps, available for both PCs and Macs, offered as a static, one-time purchase and outside of the subscription model.
- **Office Online:** A free, simplified version of Office web applications (Word, Excel, PowerPoint, and OneNote) that facilitates creating and editing files collaboratively.

Office 365 (the subscription model) and Office 2021 (the one-time purchase model) had only slight differences between them at the time this content was developed. Over time, Office 365's cloud interface will continuously update, offering new application features and functions, while Office 2021 will remain static. Therefore, your onscreen experience may differ from what you see in this product. For example, the more advanced features and functionalities covered in this product may not be available in Office Online or may have updated from what you see in Office 2021.

For more information on the differences between Office 365, Office 2021, and Office Online, please visit the Microsoft Support site.

Cengage is committed to providing high-quality learning solutions for you to gain the knowledge and skills that will empower you throughout your educational and professional careers.

Thank you for using our product, and we look forward to exploring the future of Microsoft Office with you!

Using SAM Projects and Textbook Projects

SAM Projects allow you to actively apply the skills you learned live in Microsoft Word, Excel, PowerPoint, or Access. Become a more productive student and use these skills throughout your career.

To complete SAM Textbook Projects, please follow these steps:

SAM Textbook Projects allow you to complete a project as you follow along with the steps in the textbook. As you read the module, look for icons that indicate when you should download **sam** ↓ your SAM Start file(s) and when to upload **sam** ↑ the final project file to SAM for grading.

Everything you need to complete this project is provided within SAM. You can launch the eBook directly from SAM, which will allow you to take notes, highlight, and create a custom study guide, or you can use a print textbook or your mobile app. Download IOS or Download Android.

To get started, launch your SAM Project assignment from SAM, MindTap, or a link within your LMS.

Step 1: Download Files

- Click the “Download All” button or the individual links to download your **Start File** and **Support File(s)** (when available). You must use the SAM Start file.
- Click the Instructions link to launch the eBook (or use the print textbook or mobile app).
- Disregard any steps in the textbook that ask you to create a new file or to use a file from a location outside of SAM.
- Look for the SAM Download icon **sam** ↓ to begin working with your start file.
- Follow the module’s step-by-step instructions until you reach the SAM Upload icon **sam** ↑.
- Save and close the file.

Step 2: Save Work to SAM

- Ensure you rename your project file to match the Expected File Name.
- Upload your in-progress or completed file to SAM. You can download the file to continue working or submit it for grading in the next step.

Step 3: Submit for Grading

- Upload the completed file to SAM for immediate feedback and to view the available Reports.
 - The **Graded Summary Report** provides a detailed list of project steps, your score, and feedback to aid you in revising and re-submitting the project.
 - The **Study Guide Report** provides your score for each project step and links to the associated training and textbook pages.
- If additional attempts are allowed, use your reports to assist with revising and resubmitting your project.
- To re-submit the project, download the file saved in step 2.
- Edit, save, and close the file, then re-upload and submit it again.

For all other SAM Projects, please follow these steps:

To get started, launch your SAM Project assignment from SAM, MindTap, or a link within your LMS.

Step 1: Download Files

- Click the “Download All” button or the individual links to download your **Instruction File**, **Start File**, and **Support File(s)** (when available). You must use the SAM Start file.
- Open the Instruction file and follow the step-by-step instructions. Ensure you rename your project file to match the Expected File Name (change _1 to _2 at the end of the file name).

Step 2: Save Work to SAM

- Upload your in-progress or completed file to SAM. You can download the file to continue working or submit it for grading in the next step.



Step 3: Submit for Grading

- Upload the completed file to SAM for immediate feedback and to view available Reports.
 - The **Graded Summary Report** provides a detailed list of project steps, your score, and feedback to aid you in revising and resubmitting the project.
 - The **Study Guide Report** provides your score for each project step and links to the associated training and textbook pages.
- If additional attempts are allowed, use your reports to assist with revising and resubmitting your project.
- To re-submit the project, download the file saved in step 2.
- Edit, save, and close the file, then re-upload and submit it again.

For additional tips to successfully complete your SAM Projects, please view our Common Student Errors Infographic.

Objectives

Session 1

- Understand presentations and presentation media
- Learn about common forms of presentations
- Understand how to identify a presentation's purposes and desired outcomes
- Identify an audience's demographics and the audience's relationship to the presenter
- Learn how to recognize the needs and expectations of an audience

Session 2

- Understand the importance of determining the focus for a presentation
- Learn how to identify the key points of a presentation
- Understand how to develop an effective introduction, body, and conclusion
- Explore types of visuals and handouts

Session 3

- Identify the ways to deliver a presentation
- Learn how to prepare for audience questions and participation
- Understand what to focus on when rehearsing a presentation
- Consider aspects of your appearance
- Consider the steps for setting up for a presentation
- Learn how to evaluate your performance

Planning, Developing, and Giving a Presentation

Preparing a Presentation for a Resort

Case | Outer Island Hotel and Resort

Outer Island Hotel and Resort is a hotel on Sanibel Island in Florida. The hotel was recently bought by the national hotel chain, Castle Hotels. Castle Hotels spent the last year renovating Outer Island Hotel and Resort. They hired Theory Him to create a marketing campaign to attract new corporate business to the hotel. As part of the campaign, Theory plans to visit large companies all over the United States to describe the services and amenities of the hotel and to convince them to schedule their next convention, sales meeting, or corporate retreat at the hotel. She needs to create a presentation to help her do this.

In this module, you'll learn how to plan presentations by determining their purposes and outcomes and by analyzing the needs and expectations of your audience. You'll also understand the importance of identifying a clear focus for the presentations and outlining your key points, and how to apply this information as you develop an introduction, organized body, and conclusion for presentations. You'll learn about the types of visuals and handouts you can use to support the content of a presentation and about the criteria for assessing the situation and facilities for giving the presentation. Finally, you will learn the value of rehearsing your delivery and preparing your appearance, and how to evaluate your performance.

Starting Data Files

There are no starting Data Files needed for this module.

Session 1 Visual Overview:

Knowing whether the presentation will be delivered by a person either in front of a live audience or over the Internet, or if it will be self-running, affects how you will use presentation media.

Presentations can be informative, persuasive, or demonstrative.

Understanding what you want your listeners to know, think, feel, or do after listening to your message helps keep you focused on your audience's needs.

Determine the form of the presentation

Determine the purpose of the presentation

Identify the desired outcome

Form, Purpose, and Outcome

What form is the presentation?	<input type="checkbox"/> Real-time	<input type="checkbox"/> Self-running
What is the primary purpose of your presentation? Check one and add specific details.		
<input type="checkbox"/> Inform: _____		
<input type="checkbox"/> Persuade: _____		
<input type="checkbox"/> Demonstrate or train: _____		
What is the primary desired outcome of your presentation? Specifically, what should the audience know, think, feel, or do after listening to your message?		
Does your presentation have a secondary purpose? Check one and add specific details.		
<input type="checkbox"/> Inform: _____		
<input type="checkbox"/> Persuade: _____		
<input type="checkbox"/> Demonstrate or train: _____		
<input type="checkbox"/> None		
If there is a secondary purpose, what is the secondary desired outcome?		

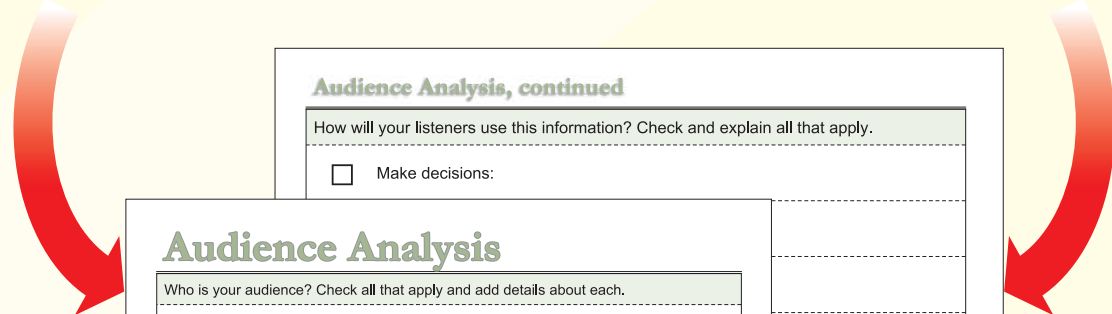
Planning a Presentation

Identifying your audience's relationship to you can help you determine the appropriate style for your presentation.

Determine the audience's relationship to you

Learning the characteristics of your audience will help you deliver an effective presentation.

Determine the demographics of the audience



Audience Analysis, continued

How will your listeners use this information? Check and explain all that apply.

Make decisions:

Audience Analysis

Who is your audience? Check all that apply and add details about each.

Peers:

Managers:

Employees:

Strangers:

What characteristics do you know about your audience? Check all that apply and add details about each selected characteristic.

Age:

Education:

Cultural background:

Other:

What level of expertise does your audience have with regards to your topic? Add details to describe the selected level of expertise.

Expert:

Intermediate:

Beginner/Some knowledge:

Complete novice:

Understanding Presentations and Presentation Media

A **presentation** is a talk in which the person speaking—the **presenter**—is communicating with an audience in an effort to explain new concepts or ideas, sell a product or service, entertain, train the audience in a new skill or technique, or achieve a wide variety of other goals. The ability to give an interesting and informative presentation is an important skill for students and professionals in all types of businesses.

Some talented presenters are able to simply stand in front of an audience and speak. They don't need any **presentation media**—the visual and audio aids that you display to support your points—because they are able to captivate the audience and clearly explain their topics simply by speaking. Most of us, however, want to use presentation media to help hold the audience's interest and enhance their understanding. Presentation media is also a valuable reinforcement tool for those who process learning visually.

Presentation media can include photos, lists, music, video, and objects that the presenter shows or shares with the audience. You can also use the following tools to display presentation media:

- Presentation software, such as Microsoft PowerPoint
- Whiteboard
- Flip chart
- Posters
- Overhead transparencies
- Handouts
- Chalkboard

Presentation software like PowerPoint makes it very easy for presenters to create bulleted lists of information points. This sometimes results in all of the presenter's content listed on a screen behind them, which they then proceed to read to their audience. Since most people can read faster than someone can speak, the audience finishes reading the words before the presenter finishes speaking, and then sits, bored, waiting for the presenter to move on to new information. Even if the presenter has additional information to communicate, the audience, anticipating that they will be able to read the information on the screen, has probably stopped listening. Sometimes visuals contain so many words that to make them all fit, the presenter must use a small font, making it difficult or impossible for the audience to read, leading to frustration as well as boredom (see Figure 1).

Figure 1

A bored audience member



Yuri Acurs/Shutterstock.com

Although brief bulleted lists can be very helpful when the presenter is explaining facts, people attend presentations to hear the speaker and perhaps to see diagrams or other illustrations that will help them understand and retain the information. When you give a presentation, you should take advantage of this opportunity to thoroughly engage your audience. For example, if you display a graphic that supports your statements, your presentation will be more interesting, and the audience will pay attention to you and what you are saying, rather than tuning you out while trying to read words on the screen (see Figure 2).

Figure 2

An interested, engaged audience



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In order to deliver a successful presentation, you need to spend time developing it. There are three stages to developing a presentation: planning, creating, and preparing your delivery. In this session, you will focus on the planning stage.

Planning a Presentation

When you plan a presentation, you need to consider some of the same factors you consider when planning a written document—your purpose, your audience, and the information you want to convey. Planning a presentation in advance will improve the quality of your presentation, make it more effective and enjoyable for your audience, make you better prepared to deliver it, and, in the long run, save you time and effort.

As you plan your presentation, you should ask yourself the following questions:

- Will I deliver the presentation real-time in front of a live audience or in a webinar, or will it be a self-running presentation? If it is real-time, will it be recorded for later viewing?
- What are the purposes and desired outcomes of this presentation?
- Who is the audience for my presentation, and what do they need and expect?

The following sections will help you answer these questions so that you can create a more effective presentation, and enable you to feel confident in presenting your ideas.

Determining the Form of the Presentation

Usually when someone refers to a presentation, they mean an oral presentation given by a presenter to a live audience. When giving an oral presentation, a person might present to a small audience in a room the size of a classroom, to an audience in a hall large enough

to require using a microphone, or over the Internet in webinar format. A **webinar** is a presentation in which the audience signs in to a shared view of the presenter's computer screen and either can hear the speaker through the screen, or calls in to a conference call to hear the presenter over the telephone line. If the presenter is using video technology, such as a webcam, the webinar audience will be able to see the presenter as well. Depending on the webinar software, the audience might also be able to participate by asking questions verbally or posting them to an area of the screen.

With PowerPoint and other presentation software, you can also create a presentation that is self-running or that is controlled by the person viewing it. Sometimes, this type of presentation includes recorded audio, but often it includes only the presentation content. This type of presentation can be challenging to create because the person who prepares the content needs to avoid making it simply a substitute for a written document.

If you are presenting in front of a live audience, you can use facial expressions and body language to help convey your points. If presenting in person, or with some webinar formats, you can also see your audience's facial expressions and body language, which can help to indicate how they are feeling about your presentation. For example, if you see confused expressions, you might decide to pause for questions. If you are presenting via a webinar, you need to make sure all the visuals that you use to help explain your points are very clear, and you need to figure out how to interact with your audience in a way that won't disrupt the flow of your presentation. If the presentation will be self-running or pre-recorded, the content will need to be compelling enough on its own to make the audience want to watch the entire presentation. For this reason, the content of a self-running or pre-recorded presentation must be even more visually interesting because the presenter will not have the opportunity to directly engage the audience.

Determining the Presentation's Purposes and Desired Outcomes

When you are planning a presentation, you need to know what the purpose of the presentation is. Most presentations have one of three purposes: to inform, to persuade, or to demonstrate.

Determining the Purposes

Informative presentations are designed to inform or educate. This type of presentation provides the audience with background information, knowledge, and specific details about a topic that will enable them to gain understanding, make informed decisions, or increase their expertise on a topic. Examples of informative presentations include:

- Summary of research findings at an academic conference
- Briefings on the status of projects
- Overview, reviews, or evaluations of products and services
- Reports at company meetings

Persuasive presentations are designed to persuade or sell. They have the specific purpose of influencing how an audience feels or acts regarding a particular position or plan, or trying to convince the audience to buy something. Persuasive presentations are usually designed as balanced arguments involving logical as well as emotional reasons for supporting an action or viewpoint. Examples of persuasive presentations include:

- Recommendations of specific steps to take to achieve goals
- Sales presentations to sell a product or service
- Motivational presentations

Demonstrative (or training) presentations show an audience how something works, educate them on how to perform a task, or help them to understand a process or procedure. Sometimes you will provide listeners with hands-on experience, practice,

and feedback so they can correct their mistakes and improve their performances. Examples of demonstrative presentations include:

- Software demonstrations
- Process explanations
- Employee training
- Seminars and workshops
- Educational classes and courses

You should always identify the primary purpose of your presentation. However, presenters often have more than one goal, which means your presentation might have additional, secondary purposes. For example, the primary purpose of a presentation might be to inform an audience about a wildlife preserve and describe it to them. But the secondary purpose might be to raise funds for that preserve. Identifying the primary purpose of a presentation helps you focus the content; however, by acknowledging secondary purposes, you can be prepared to answer or deflect questions until after the presentation so that the primary purpose remains the focus of the presentation.

Figure 3 summarizes the three categories of presentation purposes and their goals.

Figure 3

Purposes for giving presentations

Purpose	Goal	Examples
Informative	Present facts and details	Summary of research findings, status reports, briefings, discussions of products and services
Persuasive	Influence feelings or actions	Recommendation reports, sales presentations, motivational presentations
Demonstrative (Training)	Show how something works and provide practice and feedback	Software demos, process explanations, employee training, seminars and workshops, educational courses

When Theary gives her presentation about the hotel, her primary purpose will be to persuade the people in her audience to book the Outer Island Hotel and Resort for company events. Her secondary purpose will be to convince her audience members to consider visiting the hotel on their next vacation.

Identifying Desired Outcomes

In addition to determining the purpose of a presentation, you should also consider what you hope to achieve in giving your presentation. That means you need to determine the desired outcomes of your presentation—what you want your listeners to know, think, feel, or do after listening to the message. Focusing on the desired outcomes of your presentation forces you to make it more audience-oriented. Just as when you determined the purpose of your presentation, you might find that although you have a primary desired outcome, secondary outcomes might be acceptable as well.

You should be able to concisely express the purpose and desired outcomes of your presentation. Writing down the purpose and desired outcomes helps you decide what to include in the presentation, enabling you to create a more effective presentation. A good statement of your purpose and desired outcomes will also help when you write the introduction and conclusion for your presentation. Consider the following examples of specific purpose statements with specific outcomes:

- **Purpose:** To demonstrate a newly purchased projector that staff members can use for giving presentations to small groups.
Outcome: Staff members will understand how to use the new equipment.

- **Purpose:** To inform department heads at a college about the benefits of a new website where students can receive tutoring.
Outcome: Audience will understand the benefits of the program.
Secondary Purpose: To persuade department heads to recruit tutors for the program.
Secondary Outcome: Department heads will ask their faculty to identify potential tutors.

The desired outcome of Theory's presentation is that the event planners at the companies she visits will book their companies' events at the Outer Island Hotel and Resort.

Figure 4 shows a basic worksheet for helping determine the form, purpose, and outcome of a presentation. This worksheet is filled out with Theory's information.

Figure 4

Form, Purpose, and Outcome worksheet for hotel presentation

Form, Purpose, and Outcome	
What form is the presentation?	<input checked="" type="checkbox"/> Real-time <input type="checkbox"/> Self-running
What is the primary purpose of your presentation? Check one and add specific details.	
<input type="checkbox"/> Inform:	
<input checked="" type="checkbox"/> Persuade: Persuade companies to book their conventions and corporate retreats at Outer Island Hotel.	
<input type="checkbox"/> Demonstrate or train:	
What is the primary desired outcome of your presentation? Specifically, what should the audience know, think, feel, or do after listening to your message?	
The audience will know about all the services and amenities available at Outer Island Hotel and Resort. As a result, they will want to book their company's next convention or corporate retreat at the hotel.	
Does your presentation have a secondary purpose? Check one and add specific details.	
<input type="checkbox"/> Inform:	
<input checked="" type="checkbox"/> Persuade: Persuade audience members to book their next vacation or family reunion at Outer Island Hotel and Resort.	
<input type="checkbox"/> Demonstrate or train:	
<input type="checkbox"/> None	
If there is a secondary purpose, what is the secondary desired outcome?	
Audience members will want to book their next vacation or family reunion at the hotel.	

Analyzing Your Audience's Needs and Expectations

The more you know about your audience, the more you'll be able to adapt your presentation to their needs. By putting yourself in your audience's shoes, you'll be able to visualize them as more than just a group of passive listeners, and you can anticipate what they need and expect from your presentation. Anticipating the needs of your audience also increases the chances that your audience will react favorably to your presentation.

The first step in analyzing your audience is to determine their relationship to you. If you are speaking to your peers, you could adopt a less formal style than if you are speaking to your managers or people who report to you. Also, if you are speaking to people who know you and your credentials, you might be able to present in a more informal, familiar manner than if you are speaking to people who have never met you.

The second step in analyzing your audience is to find out about their demographics. **Demographics** are characteristics that describe your audience. Some of the demographics that affect your presentations are:

- **Age**—People of different age groups vary in terms of attention span and the way they absorb information. For example, children have shorter attention spans and generally can't sit still as long as adults, so presentations to children should be divided into short sessions interspersed with physical activity.
- **Cultural background**—Each culture has its own expectations for how to write, speak, and communicate, including nonverbal conventions such as gestures and body movement. It is important to remember that cultural differences can occur even in the same country.
- **Expertise**—Audiences with specialized training expect examples that use terms and concepts from their field. Audiences who are unfamiliar with a topic will require more definitions and explanation to understand the presentation.

Insight

Understanding the Needs of an International Audience

If you're presenting to an international audience, whether over the Internet or in person, it is important to understand the different cultural expectations that international audiences may have for your presentation, including expectations for nonverbal communication. These cultural expectations are subtle but powerful, and you can immediately create a negative impression if you don't understand them. For example, audiences from cultures outside the United States may expect you to speak and dress more formally than you are used to in the United States. In addition, some cultures may take offense at certain topics or jokes.

There are no universal guidelines that would enable you to characterize the needs of all international audiences; however, there are some commonsense recommendations. You should analyze the hand gestures and symbols you use routinely to see if they have different meaning for other cultures. Be cautious about using humor because it is easy to misinterpret. Most importantly, take special care to avoid using cultural stereotypes, even if you think they are positive or well-meaning.

Also avoid using idioms or phrases that might not be widely used outside of your area or country, such as "the cat's out of the bag" or "jump on the bandwagon."

Understanding who your audience is and their needs and expectations helps you adapt the content of your presentation to a particular audience. Figure 5 shows a worksheet that Theory used to analyze the needs and expectations of her audience.

Figure 5

Audience Analysis worksheet for the hotel presentation

Audience Analysis	
Who is your audience? Check all that apply and add details about each.	
<input type="checkbox"/>	Peers:
<input type="checkbox"/>	Managers:
<input type="checkbox"/>	Employees:
<input checked="" type="checkbox"/>	Strangers: Decision makers at large companies in the United States who decide where the company will hold off-site meetings.
What characteristics do you know about your audience? Check all that apply and add details about each selected characteristic.	
<input checked="" type="checkbox"/>	Age: Adults probably between ages 25 and 65
<input checked="" type="checkbox"/>	Education: Most will be college educated, some will have advanced degrees
<input checked="" type="checkbox"/>	Cultural background: Varied
<input type="checkbox"/>	Other:
What level of expertise does your audience have with regards to your topic? Add details to describe the selected level of expertise.	
<input checked="" type="checkbox"/>	Expert: Audience members most likely will have experience booking and attending corporate conventions, seminars, sales meetings, and corporate retreats, and they know what services and amenities they want.
<input type="checkbox"/>	Intermediate:
<input type="checkbox"/>	Beginner/Some knowledge:
<input type="checkbox"/>	Complete novice:

Audience Analysis, continued	
How will your listeners use this information? Check and explain all that apply.	
<input checked="" type="checkbox"/>	Make decisions: Decide whether to book a corporate event at the hotel
<input type="checkbox"/>	Perform a task:
<input checked="" type="checkbox"/>	Form an opinion: Form an opinion about Outer Island Hotel and Resort
<input checked="" type="checkbox"/>	Increase understanding: Learn about the upgraded services and amenities of the hotel
<input type="checkbox"/>	Follow a process:
<input type="checkbox"/>	Other:



Proskills

Teamwork: Planning Collaborative Presentations

Because much of the work in business and industry is collaborative, it's only natural that some presentations are created and presented by a team of people. These types of presentations are referred to as collaborative presentations and they provide many benefits, including:

- Sharing a greater range of expertise and ideas
- Provoking more discussion due to different presentation styles and a wider range of information being shared
- Providing more people with exposure and the rewards of a task accomplished
- Allowing more people to gain valuable experience in communicating ideas

In addition to creating compelling content, a successful collaborative presentation depends on your group's ability to plan thoroughly and practice together. To ensure a successful group presentation, consider the following as you plan your presentation:

- Involve the whole team in the planning.
- Show respect for the ideas of all team members, and be sensitive to personality and cultural differences among the team members.
- Convey clear time constraints to each speaker and ensure that all speakers are prepared to limit themselves to the time allotted.
- Plan for the transitions between speakers.

In this session you learned how to plan a presentation and to consider the needs and expectations of your audience. In the next session, you will learn about the steps for creating the content of a presentation.

Review

Session 1 Quick Check

1. Describe the difference between a presentation and presentation media.
2. What are the three stages of developing a presentation?
3. List the three categories of presentation purposes.
4. Give an example of each category of presentation purpose.
5. Why is it important to focus on the desired outcomes of a presentation?
6. List three examples of audience demographics.

Session 2 Visual Overview:

A presentation's focus can be based on the chronology of events, a geography or region, categories or classifications, a particular component or segment, or a point of view.

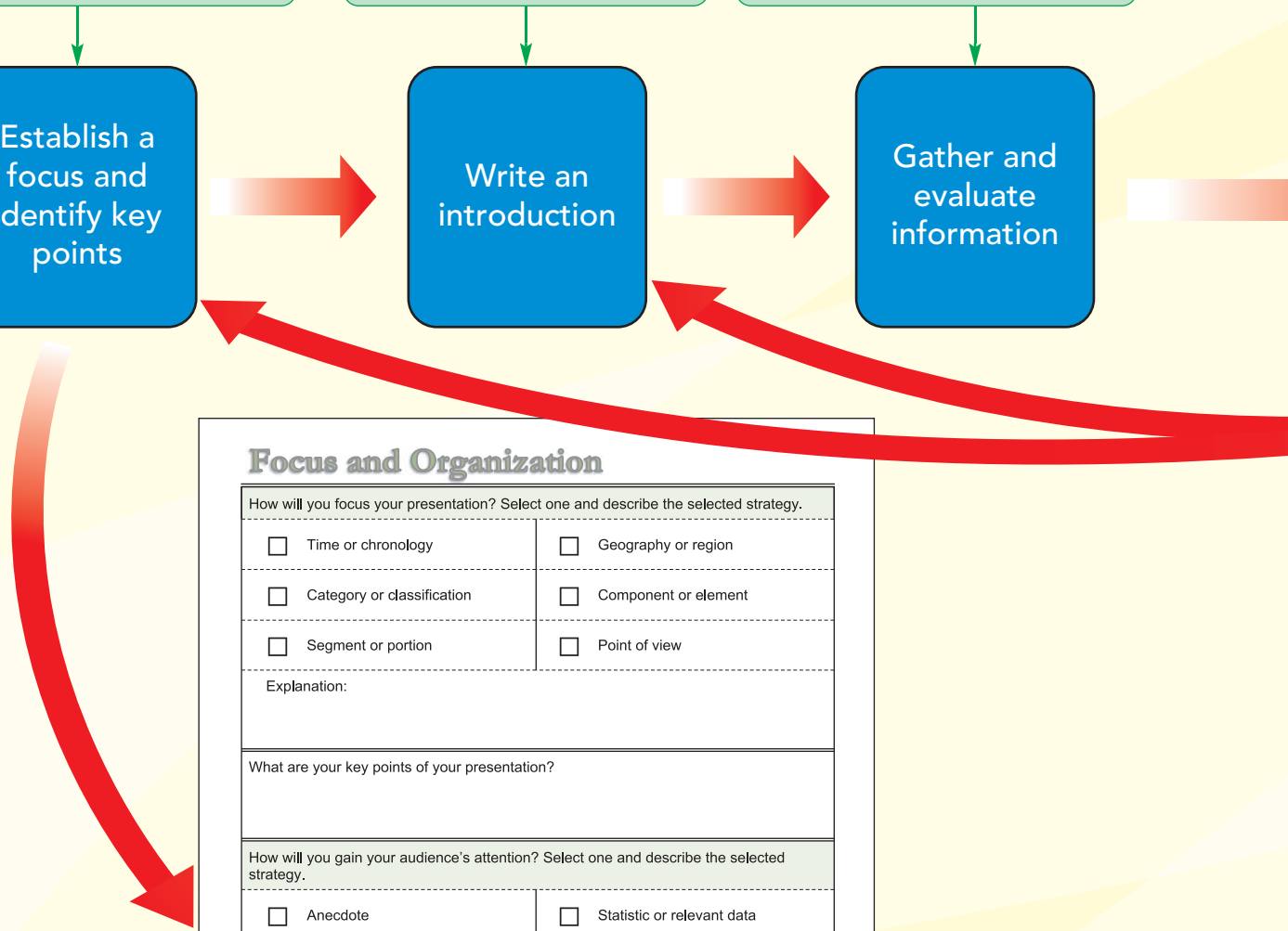
An effective introduction should engage the audience and state the purpose for your presentation.

Information gathered from a variety of sources can help support your statements, as long as the information is accurate and up-to-date and the source is reputable.

Establish a focus and identify key points

Write an introduction

Gather and evaluate information



Focus and Organization

How will you focus your presentation? Select one and describe the selected strategy.

<input type="checkbox"/> Time or chronology	<input type="checkbox"/> Geography or region
<input type="checkbox"/> Category or classification	<input type="checkbox"/> Component or element
<input type="checkbox"/> Segment or portion	<input type="checkbox"/> Point of view

Explanation:

What are your key points of your presentation?

How will you gain your audience's attention? Select one and describe the selected strategy.

<input type="checkbox"/> Anecdote	<input type="checkbox"/> Statistic or relevant data
<input type="checkbox"/> Quotation, familiar phrase, or definition	<input type="checkbox"/> Question(s)
<input type="checkbox"/> Current problem or issue	<input type="checkbox"/> Comment about audience or occasion
<input type="checkbox"/> State purpose	

Explanation:

Will you provide an overview of your presentation? Yes No

If so, how?

Creating a Presentation

Presentations can be organized inductively, deductively, sequentially (chronologically), spatially, or as a problem/solution.

Comparing your conclusion to your introduction ensures that you maintain the focus of your presentation. Restating your main points reinforces key points for your listeners.

Both text and graphics can serve as visuals.

Organize the information for your presentation

Write a conclusion

Create visuals

Focus and Organization, continued

Where can you find additional information about your topic? Select all that apply and list the names of the sources or describe.

Internet sources:

Library resources:

Corporate documents:

Popular press:

Interviews with experts and authorities:

Surveys and observations:

How will you organize your information? Check one and explain.

Deductively

Inductively

Chronologically

Spatially

Problem/Solution

Explanation:

How will you conclude or summarize your presentation?

Creating the Presentation

Once you determine the form of the presentation, determine your purpose and outcome, and analyze your audience's needs and expectations, you need to create the content of your presentation. There are multiple steps to creating the content of a presentation. As shown in the Session 2 Visual Overview, to create the presentation's content, you need to identify the main ideas and focus of your presentation, and then develop the introduction, body, and conclusion. Then you can create visual and audio aids that will help your audience understand your content.

Focusing Your Presentation

Tip

If your audience's experience level is unknown to you, you can prepare background slides that you can access during your presentation as needed.

One of the biggest challenges presenters face is focusing their presentations by limiting the topic, concentrating on one aspect of it. You should begin by identifying the major points or main ideas that are directly relevant to your listeners' needs and interests, and then focus on those. Some presenters worry that audiences will not understand the material unless every aspect of a topic is explained. If you try to cover everything, you'll give your audience irrelevant information and they'll lose interest as they try to filter out unnecessary details. Focusing on one aspect of a topic is like bringing a picture into focus with a camera—it clarifies your subject and allows you to emphasize interesting details.

Strategies for focusing or limiting your presentation topic are the same as those you would use to create a focus for any written document—focus on a particular time or chronology, geography or region, category, component or element, segment or portion of a procedure, or point of view.

- **Time or chronology**—Limiting a topic by time means you focus on a segment of time, rather than trying to cover the entire history of a topic. *Unfocused*: The history of Egypt from 640 to 2000. *Focused*: The history of Egypt during the Nasser years (1952–1970).
- **Geography or region**—Limiting a topic by geography or region means you look at a topic as it relates to a specific location. *Unfocused*: Fly fishing. *Focused*: Fly fishing in western Colorado.
- **Category or classification**—Limiting a topic by category means you focus on one member of a group or on a limited function. *Unfocused*: Thermometers. *Focused*: Using bimetallic-coil thermometers to control bacteria in restaurant-prepared foods.
- **Component or element**—Limiting a topic by component or element means you focus on one small aspect or part of an organization or problem. *Unfocused*: Business trends. *Focused*: Blending accounting practices and legal services, a converging trend in large businesses.
- **Segment or portion**—Limiting a topic by segment or portion means you focus on one part of a process or procedure. *Unfocused*: Designing, manufacturing, handling, storing, packaging, and transporting of optical filters. *Focused*: Acceptance testing of optical filters.
- **Point of view**—Limiting a topic by point of view means you look at a topic from the perspective of a single group. *Unfocused*: Employee benefits. *Focused*: How school districts can retain their teachers by providing childcare assistance and other nontraditional benefits.

Theary plans to focus her presentation by limiting the topic to focusing on a point of view—making sure she describes the resort so that each audience member understands how it will meet the company's needs.