Presentation Skills
Quick Reference Guide

Types of Presenters
- Avoider: Those who circumvent speaking all together.
- Resistor: Those who resist speaking, but can be forced.
- Reluctant: Those who do not mind speaking, but don’t seek out opportunities.
- Enthusiast: Those who are excited to speak and actively seek out opportunities to speak.

Presentation Steps
1. Planning
2. Design
3. Write
4. Practice
5. Delivery

Types of Presentations
- **Informational:** The purpose is to deliver information or a message to an audience clearly. An informative speaker is responsible for researching and understanding the topic they are presenting.

- **Instructional:** The purpose of an instructional presentation is to give specific directions, instructions, or guidelines. The presenter is responsible for teaching or demonstrating processes, procedures, or techniques. In an instructional presentation, the listeners should come away with new knowledge or skills.

- **Persuasive:** This type of presentation seeks to initiate action and influence an audience to adopt a particular point of view or take action. A convincing persuasive presenter is able to present sufficient logic, evidence, or emotion to sway an audience and offer a solution to a problem.

- **Inspirational:** The purpose of this type of presentation is to create feelings in the audience or to motivate and lift their spirits. Examples include: religious, motivational, support, and entertainment speeches.

**S-E-T Formula**
The S-E-T formula is a simple method for presenters to organize their thoughts and information into a cohesive whole. This method can be used in addition to traditional outlines or as a standalone exercise.

- **S=** Short Answer: Give the bottom-line answer first.
- **E=** Evidence. Supporting the answer.
- **T=** Transition. Summarize and transition to the next point or person.