

## Streamline the Information: Eliminate Unnecessary Details

The following are suggestions for how to motivate your listener. When you present too many details, your audience stops paying attention. First, ask yourself: “Am I trying to tell them all I’ve done as if it is a performance appraisal?” Remember, you are still being paid. They know you are working. BUT most people do not want to hear all the work you have done.

### Presentation Overview Key Categories:

- **Objective:** Refer to your presentation objective and ask, “Do I need to include this data in order to reach my presentation objective?”
- **Key messages:** Look at your key messages and ask: “Is this information essential to explain my three key messages?”
- **Audience reaction:** Ask: “When I present this information will it encourage my audience to say, do and feel what I desire them to say, do and feel?”
- **Persuade:** “What else should I leave in or take out in order to persuade my audience?”

### Charts:

- “So what?” Evaluate every graph and chart by asking, “So what does this graph convey that my audience needs to know in order to make a decision or agree with my decision?” If the answer isn’t immediately clear, the information does not add value or help you get to your destination, it just adds time.

### Decision Makers:

- What key information do the decision makers want to hear?
- What information do the decision makers not want to hear?