



CITY OF MADISON

Presentation Guideline Checklist

Use this resource as a guide for creating clear, concise, and effective presentations for your audience(s).

While Preparing Your Presentation Materials...

- ☐ **Use the “[Tale of Three Tells](#)” Approach:**
 - ☐ “Tell them what you’re going to tell them, tell them, and then tell them what you told them”
- ☐ **Focus on Your Main Point:**
 - ☐ What information do you **need to convey** and **WHY**? Put this information in the front of your presentation.
- ☐ **Consider Your Audience:**
 - ☐ What **minimal background** do they need to understand your point?
 - ☐ Why is this **important to your audience**? How does this **impact their work**?
 - ☐ **What is being asked of them**, and what is the **time commitment for your audience** (i.e. agency heads and staff)?
 - ☐ If needed, remind them about trickle-down communications or other routes to reach staff directly.
- ☐ **Create Appropriate Headers for Each Slide:**
 - ☐ Limit your header to **one clear, specific message** that communicates the main idea of the slide.
 - ☐ Use **strong, action-oriented words** that **grab attention** and convey your message succinctly.
- ☐ **Include a “Summary of the Ask” Slide:**
 - ☐ Condense your summary of the ask to **one, concise slide** if possible.
 - ☐ **Offer options** for getting more detailed information if people want it. (i.e. follow-up email or slides).
- ☐ **Accessibility Check:**
 - ☐ Use the [Hemmingway App](#) or [Microsoft Grade Level Analysis](#) to check your readability.
 - ☐ Avoid acronyms.
 - ☐ Explain agency-specific information using everyday or lay language.
 - ☐ Do not use large chunks of text, use the [5/5/5 Rule for PowerPoints](#).
 - ☐ If using images, be sure to use Alt Text and use simple images that help get your main point across.

While Presenting...

- ☐ **Avoid Reading from Slides or Handouts:**
 - ☐ Know you have the expertise on your subject matter.
- ☐ **Stick to the Time Allotted:**
 - ☐ Practice ahead of time to ensure you have anticipated the right amount of time.
 - ☐ If the agenda or meeting is running behind...
 - ☐ Condense your talking points to the main ask.
 - ☐ If content is not related to the ask, jump to the summary of the ask slide, and send the slide deck after.
- ☐ **Repeat Your Main Points at the End**
- ☐ **Leave Time for Questions at the End:**
 - ☐ If you have exhausted your time, ask for questions to be sent to you.

Additional Considerations (not mandatory):

- ☐ Who is your sponsor, project manager, and change manager?
- ☐ What stage of the [Plan, Do, Check, Act Cycle](#) is your project in?
- ☐ Who are your stakeholders? And, what do you need from the audience of stakeholders you are talking to now?

Looking for more resources like this?

Check out [Organizational Development’s webpages](#) for learning opportunities and resources you can use in your daily work.