

## SELECTING CONTENT (3 SKILLS)

### 1) **Cook it down. (Consider your purpose.)**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/5ZJK6Z5wXBO.html?wvideo=5ehap9miwn](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/5ZJK6Z5wXBO.html?wvideo=5ehap9miwn)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/5vOtqI9Guw8.html?wvideo=viem9uonnw](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/5vOtqI9Guw8.html?wvideo=viem9uonnw)

### 2) **Convince the audience to listen.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/6gP8tGvUfQ1.html?wvideo=tsx9iejog8](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/6gP8tGvUfQ1.html?wvideo=tsx9iejog8)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/6OuAcrFfzXP.html?wvideo=5zsi3mfww6](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/6OuAcrFfzXP.html?wvideo=5zsi3mfww6)

### 3) **Give the audience a purpose.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/61VNgNrvSnh.html?wvideo=c1d706lkbc](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/61VNgNrvSnh.html?wvideo=c1d706lkbc)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/5wWgeLwyXbz.html?wvideo=hygqcm0l3z](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/5wWgeLwyXbz.html?wvideo=hygqcm0l3z)

# ORGANIZING CONTENT (6 SKILLS)

## 1) Frame the presentation.

- BAD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/5zat94CBYdY.html?wvideo=3a3ez0wct0](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/5zat94CBYdY.html?wvideo=3a3ez0wct0)
- GOOD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/6OgGhYqaECN.html?wvideo=954xk3sd0l](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/6OgGhYqaECN.html?wvideo=954xk3sd0l)

## 2) Signpost transitions.

- BAD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/66esgtObCs4.html?wvideo=4ylzb0yw6s](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/66esgtObCs4.html?wvideo=4ylzb0yw6s)
- GOOD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/5jAFZYWmb5p.html?wvideo=8e26vzbzry](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/5jAFZYWmb5p.html?wvideo=8e26vzbzry)

## 3) Stay on script.

- BAD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/6MnvdKbxR5d.html?wvideo=r8ync66lba](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/6MnvdKbxR5d.html?wvideo=r8ync66lba)
- GOOD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/6jFgvlRa4pD.html?wvideo=us5g3djzaw](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/6jFgvlRa4pD.html?wvideo=us5g3djzaw)

## 4) Give relevant details at the right time.

- BAD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/6YZ9a059thd.html?wvideo=f1yavbxs87](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/6YZ9a059thd.html?wvideo=f1yavbxs87)
- GOOD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/6n6XhKvNRL0.html?wvideo=y46n6o2zvx](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/6n6XhKvNRL0.html?wvideo=y46n6o2zvx)

## 5) Strategically use the first two minutes.

- BAD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/6UJeWUU0BK.y.html?wvideo=chze5819mi](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/6UJeWUU0BK.y.html?wvideo=chze5819mi)
- GOOD EXAMPLE:  
[https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story\\_content/68jX3GqkJeF.html?wvideo=5bfqy44twh](https://media.academicmerit.com/4a1e731515a92f8b222e92a32c67b026/story_content/68jX3GqkJeF.html?wvideo=5bfqy44twh)

## 6) Practice, reflect, revise, and repeat!

## DELIVERING CONTENT (7 SKILLS)

### 1) **Be aware of your audience.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/68aOWfAdBko.html?wideo=n2qj4q52ex](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/68aOWfAdBko.html?wideo=n2qj4q52ex)
- BAD EXAMPLE #2  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/690OBlr4bsQ.html?wideo=v7xi5lp00a](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/690OBlr4bsQ.html?wideo=v7xi5lp00a)

### 2) **Use techniques for emphasis.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6lpC8H4H2H5.html?wideo=ibby7gntp8](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6lpC8H4H2H5.html?wideo=ibby7gntp8)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6Div5lnj8FQ.html?wideo=f1rueog6d7](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6Div5lnj8FQ.html?wideo=f1rueog6d7)

### 3) **Avoid distractions.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/5oa3lJtnSCe.html?wideo=hiobr5wb97](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/5oa3lJtnSCe.html?wideo=hiobr5wb97)
- BAD EXAMPLE #2  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6YsMUFOscjc.html?wideo=lfsm66enhp](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6YsMUFOscjc.html?wideo=lfsm66enhp)

### 4) **Stick the landing.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/635Ov2gGMVM.html?wideo=4360f8w3pk](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/635Ov2gGMVM.html?wideo=4360f8w3pk)
- BAD EXAMPLE #2  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6cDPfI4K3P7.html?wideo=hd4xuaukol](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6cDPfI4K3P7.html?wideo=hd4xuaukol)

### 5) **Create a connection with your audience.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/5XcLtb1JXfP.html?wideo=z9qk3t5lt](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/5XcLtb1JXfP.html?wideo=z9qk3t5lt)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6ISQo8RSQ0N.html?wideo=vjuealbphq](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6ISQo8RSQ0N.html?wideo=vjuealbphq)

### 6) **Demonstrate expertise and confidence.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6p9cEo1yCaT.html?wideo=kd7extmxo0](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6p9cEo1yCaT.html?wideo=kd7extmxo0)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6OWmXVDDBwE.html?wideo=fx8500vuuc](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6OWmXVDDBwE.html?wideo=fx8500vuuc)

### 7) **Develop visuals for your audience.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6PIXGfU8eo2.html?wideo=jm3v0eu4iq](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6PIXGfU8eo2.html?wideo=jm3v0eu4iq)
- GOOD EXAMPLE # 1  
[https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story\\_content/6jsTMwLT5gi.html?wideo=tgqhalx5yj](https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6jsTMwLT5gi.html?wideo=tgqhalx5yj)