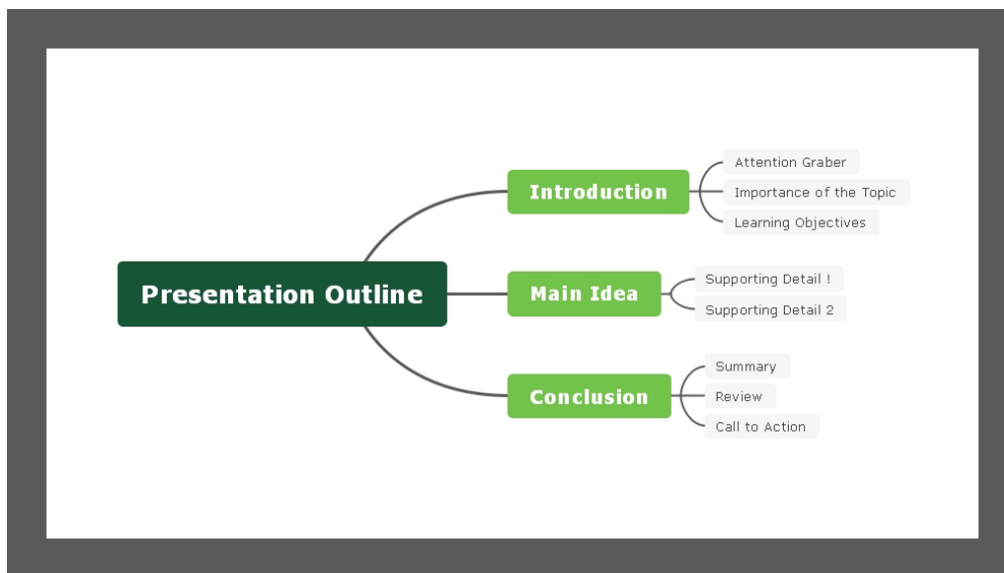




# Theory to Practice: Team, Presentation and Building Trust Leadership Microcredentials - GWC



## Presentation: INTRODUCTION

- **Attention Grabber:** effective attention grabbers are mindful of the audience, the tone of your topic, the speech's topic
  - Start with a fact or statistic
  - Start with a quote
  - Start with a short/relevant story
  - Ask a question (rhetorical or response question)
  - Visualization

*\*\*should be tasteful, relevant, and tactful/professional*

- **Overview of Importance**
  - Why should the audience care enough to listen to you?
- **Learning Objectives**
  - What are your main points you want to cover?
  - Repetition is helpful in intro to point out topics, body to reinforce points, and conclusion to remind points.

*\*\*remember: most attention spans for adults is 8.25 seconds*



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## Presentation: BODY

- Identify each point
- Identify supporting evidence for each point



Appendix A– Example of a Word Web

## Presentation: CONCLUSION

“The introduction and conclusion are essential to a speech. The audience will remember the main ideas even if the middle of the speech is a mess or nerves overtake the speaker. So, if nothing else, get these parts down!”

(University of Nevada, Reno <https://www.unr.edu/writing-speaking-center/writing-speaking-resources/speech-conclusions>)

- Signal the ending of the speech
  - Mindful of tone of voice
  - Wrap around to the intro attention getter
  - Re-state your purpose or why this is important
- Review
  - Review points.... (remember the attention span issue...)
- Create closure or a sense of finality. (persuasive speeches call to action)