



FORMAT FOR PRESENTING TO COUNCIL

Purpose

City Staff is committed to developing and using a short, concise format, for presenting to Council, which is adapted for our organization's culture. (22)

Our goal is to deliver presentations which:

- Are clear and concise – Make the initial presentation within a 3 minute period, as appropriate (21)
- Designed to keep the council's attention and focus – Editing out any unnecessary information (10)
- Guide the conversation – Be good stewards of the Council's time and deliver the information needed to make a decision (3)

Guidelines for developing and designing a presentation:

1. Begin with the desired outcomes of the presentation
 - a. Use an executive summary – detailed the bottom line (18)
 - b. Include additional options and supporting data in the agenda memo (1)
 - c. Consider the audience and adapt the presentation for their learning styles (9)
 - d. Provide only relevant information regarding the issue (3)
2. Use a predictable presentation pattern – communicate the roadmap up front (5)
3. Engage council members through the use of verbal and non- verbal communications (9)
 - a. Guard against defensiveness by sending unintended signals (8)
 - b. Practice your delivery (6)
4. How not to use the podium (1) –
 - a. Don't 'rock' on your feet. Don't use the podium as a support, or grab the edges too tightly. It can send the signal that you are unsure of your information.
 - b. If the podium is too tall, stand to the side of it.
 - c. Avoid reading notes. You'll lose eye contact with the audience or being to drone.
 - d. Engage in a conversation by moving away from the podium. When you've finished your presentation, sit down.
 - e. Use facial and hand gestures for emphasis, but make sure that the podium doesn't hide them.
5. Define technical terms, spell out acronyms, limit historical references (20)
6. Stop talking when the point is made (23)
 - a. Guard against distractions to the message (4)
 - b. Bring fewer people to the table (13)

Formula: State, Support, Summarize

1. **State – Define the Message**

- a. Open with a clear, concise statement of purpose and outcomes (17)
- b. Identify the audience's "so what" (4)
 - "Why are you communicating this to me?"
 - "How does this communication add value?"
 - "Why should I be listening?"

2. **Support the message in a direct and convincing way.**

- a. Do your research - focus on 'why' (14)
- b. Use 2 to 3 supporting statements – independent of each other
 - If one is rejected the others are still valid
- c. Use the same 'types' of support – don't mix types!
 - All reasons (i.e. Reason #1, Reason #2, Reason #3)
 - All examples (i.e. Example #1, Example #2, Example #3)
 - All actions (i.e. Action #1, Action #2, Action #3)
- d. Describe your supporting arguments in full sentences
 - Use a verbal cut-off, so Council knows when one support ends and the other begins. (1)
- e. Remember the "Three Tell 'em's".
 - Tell them what you're going to say. Say it. Tell them what you told them.

3. **Summarize – Recap for completeness (6)**

- a. Is it Mutually exclusion? – No repeats, No redundancies
- b. Is it Collectively Exhaustive? – No gaps or holes
- c. Clearly explain the consequences and ramifications of inactions (1)

Post Presentation

1. Stay positive, even if council rejects your recommendation (11)