



## JOB AID

### Three Minutes Presentations

#### 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.

- Presentations that are clear and concise
- Keep the council's attention and focus
- Guide the conversation

#### Format

- 1. Begin with the desired outcomes of the presentation**
  - a. Use an executive summary – detail the bottom line
  - b. Include additional options and supporting data in the agenda memo
  - c. Consider the audience and adapt the presentation
  - d. Provide only relevant information
- 2. Use a predictable presentation pattern**
  - a. Communicate the roadmap up front
  - b. Use of verbal and non- verbal communications
  - c. Define technical terms, spells out acronyms, limits historical references
  - d. Stop talking when the point is made
- 3. Stay positive, even if council rejects your recommendation**

#### Formula

- 1. State – Define the message**
  - Open with a clear, concise statement of purpose and outcomes
  - Identify the audience's "so what"
- 2. Support – The message in a direct and convincing way.**
  - Do your research – focus on 'why'
  - Use 2 to 3 supporting statements
- 3. Summarize – Recap for completeness**
  - No repeats, no redundancies
  - No gaps or holes
  - Clearly explain the consequences and ramifications of inaction

## Three Minutes Questions and Answers

1. Listen to the entire question
  - Force yourself to LISTEN to the entire question and make sure you understand the question.
2. Pause and allow yourself time to value the question and listener.
3. REPEAT the question out loud so that you can restate it.
4. Credit the Person for asking the question.
5. Respond to the Question honestly and the best you can.
  - If you do NOT know an answer to a question, do not try to fake it, but DO promise to research the answer for them, and DO get back to them.
6. Bridge the next question by asking them a question, “is that the kind of information you were looking for?” Once they respond to you, “YES”, you now have permission to go on.

## Three Minutes PowerPoint

- Grab viewers’ attention with images
- Use graphics to emphasize key points
- Use animations and transitions wisely
- Start by outlining your presentation
- Use notes pages and handouts to help deliver the story
- Stay in control of your presentations
- Keep file size manageable
- Use the tools available to get it right the first time
- Turn off (or manage) AutoCorrect layout options
- Know exactly what your viewers will see

## Some Useful Links:

- Don McMillan, Life After Death by PowerPoint Video: <http://youtu.be/lpvgfmEU2Ck>
- How to use PowerPoint: <http://www.microsoft.com/atwork/getworkdone/presentations>
- Samples of presentations: [https://www.slideshare.net/login?from=share\\_email](https://www.slideshare.net/login?from=share_email)