

# Presenting a Technical Report

TIP

For additional advice see  
Dale Carnegie Training®  
Presentation Guidelines



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# Introduction

Frequently, presenters face the challenge of delivering material of a technical nature to an audience unfamiliar with the topic or vocabulary.

The material may be complex or heavy with detail. You can meet this challenge by utilizing the following guidelines.

# Organize Your Presentation

- Follow a logical progression.
- Divide your presentation into clear segments.
- Maintain focus throughout.
- Narrow the amount of material covered.
- Have a logical conclusion.

# Maximize Your Effectiveness

- Show concern for your audience.
- Maintain the relevancy of data and information at all times.
- The visuals should support and supplement your presentation. They should not dominate.

# Opening

- Establish relevancy of topic to audience.
- Get audience involvement.

# Point #1

- Use clear language to state point.
- Use evidence both verbal and visual to support your point.
- Amplify your point with an incident or anecdote.
- Develop a logical transition or bridge to your next point.

## Point #2 and Point #3

- Repeat the four-step process under Point #1.

### TIP

As appropriate, supplement your presentation with technical support data in hard copy or on disc, e-mail, internet

# Close

- Summarize your points.
- State your conclusion. Make it relevant to your audience.

*And, if applicable:*

- Describe options for future consideration.
- Recommend a future strategy, plan and/or goal.