



## Competencies that are addressed:

### PRIMARY COMPETENCY CATEGORIES:

• **Initiative—**  
Proactively makes things happen. Evaluates self and others and takes positive corrective action. Is self-disciplined.

• **Communications—**  
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

### RELATED COMPETENCY CATEGORIES:

• **Influence—**  
Consistently directs situations and inspires people for an all-win environment.

• **Leadership—**  
Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

# Present to Inform

## SUMMARY

Presentations to inform are the most common type of business presentation, including training sessions update meetings, employee orientations, and briefings up, across and down. Informative presentations should include knowledge of the audience, convincing evidence, clear message, visual impact, and soliciting feedback.

## CONTEXT

Every week in your career, perhaps even every day, you listen to presenters give you information ranging from status reports to procedural guidelines to policy changes. The majority of the presentations that you give fall into this category, in one way or another.

Some individuals are very competent in giving clear presentations to inform. You leave the presentation with a clear understanding of the message, the desired end result, and key points that you need to remember. On the other hand, many presentations to inform are disorganized, hard to follow, and you leave with only a vague idea of the point of the presentation.

In this module, you take a step-by-step approach to these presentations so that you can be sure that your message is clear, your audience stays engaged, and you cover all the relevant points you wish to make.

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## At the completion of this module, participants will be able to:

- Plan for effective informational presentations
- Reinforce your information using visual impact
- Use a structure for making your ideas clear
- Solicit feedback to ensure the clarity of your message

*"Everything that can be thought at all, can be thought clearly. Anything that can be said, can be said clearly."*  
—Ludwig Wittgenstein