



The Exact Expertise to  
Ignite and Sustain Performance™

## LSA Global | White Paper



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## Virtual Presentation Best Practices Checklist

### 1. Be a "must know" content creator

- Understand the needs of your listeners
- Know why you are presenting
- Spend time on crafting a powerful core message
- Create a well structured presentation, with a maximum of three main points

### 2. Create informative, intuitive, interesting visuals

- Add visual interest
- Use bulleted slides as an outline, not as speaker notes
- Plan how you'll discuss each slide

### 3. Plan for verbal illustrations

- Develop a story that illuminates your main idea
- Plan analogies to clarify complex concepts

### 4. Leverage the power of your voice

- Practice vocal energy techniques when you leave voice messages, and when speaking on the phone
- Use more vocal energy "virtually" than you would when presenting in person
- Change your vocal intonation throughout your presentation
- Emphasize your main ideas by pausing and speaking more slowly, with added emphasis

### 5. Plan interactions around your main points

- Develop meaningful questions to ask throughout your talk
- Plan a way to gather information about your listeners
- Use this information throughout your presentation

### 6. Use software tools to bridge the distance

- Decide when you'll use software features to engage the audience
- Practice using those features
- Plan for interaction at least every 8 minutes
- Develop your strategy for Q&A

### 7. Map your plan in the notes section

- Enter your Position, Interactions, Software Features, Examples, and Transitions into your "notes" section
- Print out your presentation in "notes view"
- Use post-it notes to add to, adapt or change your plan

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**8. Provide direction for both your audience and yourself**

- Plan for unexpected technical issues
- Tell the audience what they need to do before the presentation, and why
- Decide on the ground rules for your presentation and communicate them

**9. Warmly welcome your audience**

- Arrive at your event 30 minutes before the scheduled start time
- Prepare in advance so that you can interact with your audience as they arrive
- Greet audience by name if possible

**10. Follow-up as promised**

- Answer "one-offs"
- Send out reference materials

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## About LSA Global

Since 1995, LSA has helped leading organizations create and maintain competitive advantages through people. We work with a select group of clients to help them “move the needle” - from simple awareness of best practices through actual adoption of new skills on-the-job to measurable performance that truly impacts the business.

Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts across many areas.

## How Far Do You Want



## To Move the Needle?

- Our **Sales** clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.
- Our **Customer Loyalty** clients confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.
- Our **Leadership and Management** clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.
- Our **Project Management** clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.

For more information, please visit us:

- [Assess Skills](#)
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