

IPRESENT Presentation Model

The following IPRESENT mnemonic should be used as a reminder of the importance of each of these Eight Essentials.

I	I nvolve Your Audience	<i>BENEFIT</i>	Engages, manages attention and enhances audience buy-in
		<i>AVOIDS</i>	Inattention, lack of retention
P	P repare Your Audience	<i>BENEFIT</i>	Maximizes initial audience influence
		<i>AVOIDS</i>	Confusion, lack of relevance
R	R esearch Your Presentation Arsenal	<i>BENEFIT</i>	Saves time during preparation and ensures consistency
		<i>AVOIDS</i>	Inconsistency, wasted time, duplicated effort
E	E xplain "Why" Before Planning "How"	<i>BENEFIT</i>	Heightens influence and persuasion (people are more likely to respond positively when given a reason to do so)
		<i>AVOIDS</i>	Lack of relevance, confusion, little buy-in
S	S tate Management: Achieve Proper Mental States	<i>BENEFIT</i>	Ensures that you communicate with your audience in the most suitable way possible
		<i>AVOIDS</i>	Misunderstandings, communication gaps, boredom, lessened influence
E	E liminate Unknowns And Turn Them Into Knowns	<i>BENEFIT</i>	Confidence
		<i>AVOIDS</i>	Surprises, looking foolish/unprepared, stress
N	N kNow Your Audience	<i>BENEFIT</i>	Determines communication preferences, thereby increasing the success of your presentation
		<i>AVOIDS</i>	Mismatched expectations, frustration
T	T ailor The Presentation Throughout	<i>BENEFIT</i>	Creates and maintains interest and supports acceptance of your message
		<i>AVOIDS</i>	Boredom, inattention