

Presentation Prep Checklist

Use it before every talk, pitch or meeting that matters.

This is the checklist I use with the leaders I train. It covers what you say, how you rehearse, how you deliver in the room and on screen, and the tech and mindset that let you stay calm.

WATCH FIRST

► Give Me 12 Mins, I'll Make Your Presentations 3× Stronger

Watch on YouTube. The fastest way to put this checklist into practice.

01 Content

MESSAGE AND AUDIENCE

- ☐ My main message fits in one memorable sentence
- ☐ I've tailored it to my audience's interests, problems, doubts and perspectives
- ☐ I know what they should know, think, feel and do afterwards
- ☐ I've thought about their scepticism or objections and I address them directly

STRUCTURE

- ☐ I have a strong introduction (e.g. focused on what the audience will gain)
Watch this YouTube video on [Killer Intros](#)
- ☐ My structure is clear and simple (e.g. three main sections)
- ☐ My conclusion reinforces the main message and ends with a call to action
- ☐ I have stories that build trust and connection, plus data that proves my point
- ☐ I avoid corporate blah blah: jargon, acronyms, buzzwords and vague messages

SLIDES AND INTERACTION

- ☐ My slides are simple, clean and uncluttered
- ☐ I have visuals on my slides that add meaning
- ☐ I duplicate slides so information appears progressively. Nobody is reading while I'm talking.
- ☐ I've built in interaction (questions, polls, hands up)

02 Rehearsal

- ☐ I've rehearsed out loud, standing up, and timed it
- ☐ I know my time limit and what I'll cut if I run over
- ☐ I know my introduction and conclusion off by heart, and have a general sense of the flow (I don't learn it word for word)
- ☐ I've prepared for the 3 toughest questions they could ask

03 Delivery in person

- ☐ I've planned where I stand: centre stage, and not always off to the side of my slides
- ☐ I keep my hands in the zone of influence (the space between shoulders and hips)
- ☐ I use gestures to reinforce my message and convey confidence/authority
- ☐ No nervous fidgets, and no pacing across the stage or room
- ☐ I make eye contact with individuals around the room
- ☐ I've planned where I pause, and where my pace and energy lift or slow down

04 Delivery online

SET-UP

- ☐ My camera is at eye level, with good light in front of me
- ☐ My microphone or headphones are tested
- ☐ I'm spotlighted (Teams/Zoom) so I fill the screen, like standing centre stage
- ☐ I use Standout mode (Teams) or similar so I appear over my slides
- ☐ My shoulders and hands are visible in frame

WHILE PRESENTING

- ☐ I look at the lens at key moments, not at myself or other screens
- ☐ I use chat, polls and questions for interaction
- ☐ I lift my energy above my in-person level, because the screen flattens it

05 Tech and logistics

- ☐ Mic and tech checked: slides, internet, spare batteries
- ☐ I have a clicker, so I don't need to go back to my computer to click next
- ☐ I use presenter mode, with bullet-point notes, so I can see what comes next and keep my train of thought
- ☐ If I'm showing a video, I've tested that the audio plays through the right speakers
- ☐ Backup slides ready (PDF and PPTX, also emailed to someone else)
- ☐ I can see the time clearly (watch or clock)

06 Mindset and energy

- ☐ Voice warmed up, e.g. the pen articulation drill ([watch the 1-minute demo](#))
- ☐ Breathing routine for calm done: physiological sigh (two breaths in through the nose, one long breath out)
- ☐ Fresh air and a private moment before I start
- ☐ My reminder for nerves is ready: E.g. "I'm here to inform, help, connect and inspire, not perform."

Want to work further together?

Three ways to go deeper with me.

Hire me to speak at your company

Keynotes and workshops for your leaders and teams
shannonjenkins.co/speaking

Speak to Resonate

A 6-week virtual group communication training
shannonjenkins.co/speaktoresonate

The Influential Leader

A 2-day in-person leadership communication intensive
shannonjenkins.co/theinfluentialleader