

Identify with Your Audience

Now that you've created an outline, and primary visuals/slides for your presentation, take a moment to put yourself in your audience's shoes and think about the way you are going to present your information. Instead of making the presentation focused on you and/or your research/experience, make it all about them. Consider presenting your information with a bit more focus.

- Begin your talk with an opportunity or an issue of direct concern to the folks in the room.
- Give them an alternative perspective on their issue/problem.
- Provide them with evidence to support your perspective of their issue.
- Present a resolution. This could come in the form of a product or service, plan or proposal.
- Deliver a call to action, or next step the audience should take, being as specific as possible.

Need help in identifying with your audience, or want to toss around some ideas on your presentation to help you gain perspective? Get some guidance from AIHce attendees/speakers and other AIHA members by posting a question/idea to our new online community "Catalyst". To find out more, please [click here](#), or contact Liz Kincheloe, kincheloe@aiha.org, or 703-846-0720.