Making Your Research
Tell a Story

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One Main Theme
What Did You Find?

• What is your key take away?
• How should the audience summarize your presentation in one sentence?
• Why does it matter?
Start with Your Audience

• Who is your audience
• What do they care about?
• What part of your topic matters to them?
• What do they know about you?
Minto’s Pyramid Principle

The Pyramid Structure Creates a Hierarchy of Recommendation, Supporting Logic, and Supporting Fact

**Governing Thought:**
States the answer to the question raised in the readers

**Key Line:**
Major points which, taken together prove the answer

**Support:**
Data and facts that support the key line
Organizing Your Presentation

Key Finding

Provide Literature Review
What do we know?
Where is the gap?
Why should we fill it?

Describe Methods You Used
How did you research the question?
Anything interesting?

Give Specific Findings
Primary findings
Why is this important?
How does this link to the research?
What Should The Intro Do?

- Grab the attention of audience
- Secure credibility
- Introduce primary finding
- Brief why it matters
Ways to Gain Attention

• Tell how did you became interested in the research
• Describe an interesting exemplar from your data
• Think of a provocative question
• Describe a hypothetical scenario
• Draw a series of vignettes
• Throw out an offbeat statistic, fact
• Start with a quote
Remember to Use Conversational Style

- Use 7-8 volume level
- Avoid speaking from notes
- Allow natural gestures
- Use inflection to help your audience organize
- Use strong eye contact
- Practice out loud
Close with Emphasis

- Sell the importance of your research
- Restate your main points
- Deliver with strong volume
- Include contact information on handouts