

# DEVELOPING PRESENTATION CONTENT

Add interest to your presentation by addressing both sides of the brain.

**The left-brain is the seat of logic and linear thinking. Appeal to the left-brain with:**

- Facts and figures
- Examples, statistics
- Pie charts, graphs

**The right brain is the home of creativity, intuition, and feeling. Appeal to the right brain with:**

- Analogies
- Anecdotes
- Word pictures
- Humor (*Self-deprecating/gentle/situational/dry humor used in small doses works best. Avoid set jokes—most people can't deliver a punch line. Avoid sexist, racist, off-color humor.*)
- War stories (Stories about real projects you've worked on—stories that say, in essence, "been there, done that, got the tee-shirt.")
- Interesting graphics, photos, illustrations
- Colorful graphics