

## Overview

This standard is about developing and delivering a presentation. You agree the purpose, content, style and length of the presentation then research and develop the presentation to suit your audience. When delivering the presentation, you use voice tone, pace, volume and body language to reinforce the presentation's message and maintain audience interest. You make contingency arrangements for potential problems that may arise. The standard also includes you reflecting on the outcomes of the presentation to identify personal learning points and improvements for future presentations.

It is for professionals in business administration roles who develop and deliver a presentation.

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## Performance criteria

*You must be able to:*

1. confirm the presentation audience and their needs
2. agree the objectives, content, style and time of the presentation with stakeholders
3. research content for use in the presentation
4. identify the equipment, software and resources required for creating and delivering the presentation
5. prepare the presentation to meet the objectives and needs of the audience
6. produce presentation handouts and supporting materials
7. provide the opportunity for colleagues to contribute their ideas and opinions to the design
8. develop contingency plans in case of equipment failure or other problems
9. practise delivery of your presentation
10. check that the equipment and resources are in working order
11. prepare presentation materials for the audience
12. introduce yourself to the audience and state the aims of the presentation
13. speak clearly and confidently, using language which is appropriate to the topic and the audience
14. use the relevant equipment or tools to run the presentation
15. vary your voice tone, pace and volume to emphasise key points and maintain the audience's interest
16. use your body language in a way that reinforces your message
17. gauge audience reactions during the presentation and adapt your delivery accordingly
18. summarise the key points following your presentation
19. provide an opportunity for the audience to ask questions
20. listen carefully to questions and clarify your understanding
21. meet the audience's needs when answering questions
22. collect feedback on the presentation
23. reflect on your own performance and identify learning points
24. resolve any problems that occur during development, preparation and delivery
25. evaluate the presentation and identify changes that will improve future presentations
26. follow the legal, organisational, codes of practice and policies relevant to your

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role and the activities being carried out

## Knowledge and understanding

### *You need to know and understand:*

1. how to confirm the presentation requirements with stakeholders
2. the advantages and disadvantages of using presentations to provide information
3. the equipment, software and resources for presentation
4. how to research and select content for inclusion in presentations
5. the different ways of developing presentations and their features
6. how to select the best approach for delivering presentations
7. how to prepare presentations that are engaging, interesting, relevant and informative
8. how to tailor presentations to the audience to meet their individual and group needs
9. how handouts and supporting materials can be used to complement presentations
10. how to tailor the presentation to the audience's needs
11. the purpose and benefits of rehearsing presentations
12. the impact that language, body language, voice tone, volume and pace have on the audience and how to use these to gain maximum engagement
13. how to practise delivering presentations within the time allocated
14. how to adapt delivery based on practising beforehand
15. how handouts can complement presentations
16. the types of equipment used for presentations and their features
17. the importance of checking equipment in advance
18. how to use the equipment for running presentations
19. the types of problems that may occur with presentation equipment and how to deal with them
20. how to gauge audience reactions to the presentation
21. the importance of responding effectively to audience questions and the impact this has
22. the methods of collecting feedback from the audience on the presentation
23. how to evaluate the presentation from a personal and organisational perspective
24. how to identify changes in own practice for future presentations
25. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

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## Skills

1. communicating
2. evaluating
3. managing time
4. organising
5. planning
6. delivering

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<b>Developed by</b>	Skills CFA
<b>Version Number</b>	1
<b>Date Approved</b>	08 Feb 2021
<b>Indicative Review Date</b>	01 Mar 2026
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating Organisation</b>	Instructus
<b>Original URN</b>	CFABAA617, CFABAA623
<b>Relevant Occupations</b>	Administration, Administration and Secretarial Occupations, Business, Business and Related Associate Professionals, Administration and Law
<b>Suite</b>	Business and Administration
<b>Keywords</b>	Business; administration; presentation; communication

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