

Powerful Handouts

How to achieve more when you speak
with less effort



*Presentation
Intelligence*

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A handout gives you the opportunity to offer the audience something extra in addition to your presentation. You can choose between a paper version, a digital version or a combination of the two. Depending on your purpose in distributing your handout, you can choose to offer the handout before, during or after your presentation.

Just like your slide deck, a handout works like a business card. Give it the look that suits the topic you are talking about and the way in which you want to profile yourself. Let the layout match the design of your slides. Sharing all your slides makes little sense without your additional information. If your slide deck is an informative handout, then you have used little supporting slides during your presentation. Adding a few characteristic slides to your handout works just fine. This strengthens the connection between your presentation and the handout; information is recognized and remembered better. Remember to always put your name, logo and contact details on the handout.

At the beginning of your presentation, clearly state what information you share in your handout and how you provide the information.

Before your presentation

You share content; a short introductory letter or a video in which you discuss what is to come during your presentation. Clearly indicate what the audience will gain from your presentation. You can add questions that you want your audience to think about. You can also invite questions to be asked, which you will return to during your presentation. Do this one week before your presentation at the earliest.



Your audience is then already slightly prepared when they attend your presentation. There will certainly be attendees who find this pleasant. They know what to expect during the presentation and can prepare themselves for what is to come. If you ask questions in advance, you increase involvement. If you give them the opportunity to ask questions, you will send out a signal that you want to be in line with what is important to the audience.



You have no guarantee that everyone will do something with your handout.

During your presentation

You can share the key points of your presentation with questions and exercises. You also offer space for taking notes. You can do this at the beginning of your presentation. Have the handouts ready so that your audience can browse through them before you start. You can also distribute them at a specific moment when the participants need the handout to be able to do one of your exercises.

Examples

- Create a mind map that listeners can fill in themselves.
- Share a model with space for notes.
- Describe a problem and let your listeners solve it.
- Formulate questions and have them answered.
- Create space to formulate questions and get to work with them.
- Draw the contours of a step-by-step plan and have it filled in during your presentation.
- Make a format for an action plan and give time to fill it in.
- Hand out a test and have the audience fill it in.
- Don't just show an instruction of an exercise on your slide, put it on paper and offer space to write down the results.



This way the handout is an integrated part of your presentation. The moment it becomes a document that increases the practical applicability of your information, your listeners experience it as an added value. If there is room to take notes, it is more likely that the handout will be kept.



A handout with a lot of information is distracting and invites people to look ahead to the information that you will discuss during your presentation.

After your presentation

Share substantive information about your presentation, possibly supplemented with additional information. Especially with a handout that you distribute after your presentation, it is worth considering whether you want to stay connected with your audience and if so, how you can do that.

Examples

- Make a summary that you complete with some relevant slides that you have shown.
- Include a step-by-step plan.
- Invite the audience to let them give you their business cards so you can send the link to your e-book.
- Handing out an infographic in the form of a bookmark.
- Put a link to a web page on the last slide of your presentation and invite your audience to photograph it. You can also use a QR code. On your web page you can share valuable information.
- In your handout invite your participants to respond to the presentation and ask questions via mail, app or social media.
- Send a video a few weeks after your presentation, in which you return to your presentation in terms of content and in which you indicate what the audience can do with it.

PRESENTATION INTELLIGENCE 101

ON YOUR WAY TO
BETTER PRESENTATIONS



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www.powerfulpresentations.nl/english



Sharing the information goes beyond the actual moment of your presentation. It is made easy for the audience to find more information. You increase the chance that information will be remembered and applied. You can stay in touch with your audience.



It requires an additional investment of time in order to offer extra value to your audience and to invite them to stay in touch.

We wish you the best of luck and enjoyment in giving your presentation.

Frowa Schuitemaker & Charlotte Schuitemaker

Presentation Intelligence: e-book

In November 2019 our book Presentation Intelligence will also be available in English. Powerful Handouts is part of this book. Our Presentation Intelligence concept was born out of curiosity. Why do we still come across presentations in which slides do more harm than good? Why do we still regularly see slides with bullet points? What makes it that slides are still used as a cheat sheet so often? And above all, why doesn't a presentation always succeed in achieving its desired goal?

We want to put an end to the era of *Death by PowerPoint*, in other words, putting an end to those presentations in which every form of communication is hindered by the wrong use of slides. Not by promoting speaking without a presentation program, because then we would be throwing the baby out with the bathwater. But we were looking for a concept that clearly and simply maps out how to speak effectively using slides. The higher your Presentation Intelligence, the greater your impact. It doesn't matter whether you are a professional speaker or an occasional speaker as part of your job. Presentation Intelligence is for anyone who wants to achieve more while presenting.

Frowa Schuitemaker

Frowa Schuitemaker is an educationalist by origin. When she realized that many participants found it difficult to create a slide that does more than just showcase the most important points of attention, she specialized in how to use slides in a good way when giving a presentation. She is professional member of PSA Holland, the Dutch association for speakers. She is also secretary of the Virtual Speakers Association (international).



Charlotte Schuitemaker

Since her studies in Medieval and Renaissance studies at Utrecht University, Charlotte has been working on how to convey complex information to a wide audience in a clear way. She is an expert in making professional slide decks. In addition, she can clearly explain how you can make full use of the possibilities of a presentation program yourself.



For more information:

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*As a professional speaker I've been using slides and other props for my presentations for decades. When I read *Presentation Intelligence* by Frowa and Charlotte, I was very impressed with their clarity, the depth of their knowledge and how imminently useful this information is! They showed me lots of great ideas and I look forward to implementing them. If you want to get a competitive advantage and master presenting using slides, this is the book for you. Get it. Devour it. Benefit from it. It is that good! I highly recommend it!*

Terry Brock, MBA, CSP, CPAE

Professional Speaker

2018 Recipient of USA National Speakers Association highest award, The Cavett