



Impactful Presentations

Course Syllabus

Course Calendar

May 21 - June 28

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INTRODUCTION				MAY 21 <i>Orientation Materials Open</i>			
LESSON 0 <i>Move Your Audience</i>	MAY 25 <i>Full Course Open</i>						MAY 31 <i>Assignment 0 Due</i>
LESSON 01 <i>Plan the Journey</i>							JUNE 7 <i>Assignment 1 Due</i>
LESSON 02 <i>Become the Guide</i>							JUNE 14 <i>Assignment 2 Due</i>
LESSON 03 <i>Make it Memorable</i>							JUNE 21 <i>Assignment 3 (Parts 1 and 2) Due</i>
CONCLUSION <i>Look Ahead</i>					JUNE 26 <i>Presentation Finale Due</i>		JUNE 28 <i>Course Closed</i>



Impactful Presentations

Course Syllabus

Information alone will never move people. Learn to craft human-centered presentations by surfacing what matters to your audience and delivering your message in a way that resonates and inspires action. Go beyond presenting just the facts and figures; give compelling presentations that are meaningful and memorable. Gain tools and techniques that will help you develop and deliver presentations that have the power to shift the way people think, feel, and behave.

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Your Instructors, Teaching Team & Community

A wide range of individuals are stakeholders in your success in learning design thinking. As a learner, you'll interact with:

INSTRUCTORS

IDEO U courses are taught by experts and IDEO practitioners who have honed their skills over many years in the field bringing new ideas to market. They bring real-world case studies and examples into their recorded video lessons.

TEACHING TEAM

Receive support from a team of design thinking practitioners with teaching and facilitation expertise. These experienced professionals are present to guide discussions, foster peer connection, and provide feedback on your assignments.

COURSE COMMUNITY

Learn alongside a cohort of hundreds of passionate professionals from around the world seeking to bring innovation and creativity to their work. The IDEO U community spans 120 countries and countless professions and industries. Build your professional network by making valuable connections in each course.

Meet Your Instructors



ANN KIM

Design Director at IDEO

Ann is a design researcher with roots in anthropology and journalism. Prior to IDEO, she made documentaries for public television. Filmmaking taught her how to visually tell stories as well as how to find, edit, and shape them. At IDEO, she does the same thing, taking the raw materials—interviews, data, observations—and crafting them into stories that inspire.



ALEX GALLAFENT

Design Director at IDEO

Alex is a designer, theater artist, and journalist. Throughout his career, Alex has been figuring out the things audiences need and how best to bring them to life. He's presented stories on theater stages in London and New York, in broadcast journalism for the BBC, and across the world with IDEO.



Planning for a Successful Learning Experience

The IDEO U learning experience centers on four key ways of engaging, all designed to help you understand and retain new knowledge. In each lesson you have the opportunity to see, try, share, and reflect. This isn't a passive experience—to get the most out of each course, we recommend that you plan to engage with your fellow learners and practice your new skills with others in real-world settings.

*To be successful in a course, we recommend planning for a **minimum of 4 hours of work per week**, including time to watch videos and read articles, complete assignments, and engage in discussion and reflection.*



SCHEDULE TIME FOR ASSIGNMENTS

Assignments are required to earn your certificate of completion. Plan time in advance for executing assignments, especially those that may require you to engage with others. Recommended due dates within the course are suggestions to keep you on pace, but the only hard deadline is the day your course closes. Find more information on assignments and activities in the lesson breakdowns in this syllabus.

PARTICIPATE IN VIRTUAL VIDEO CALLS

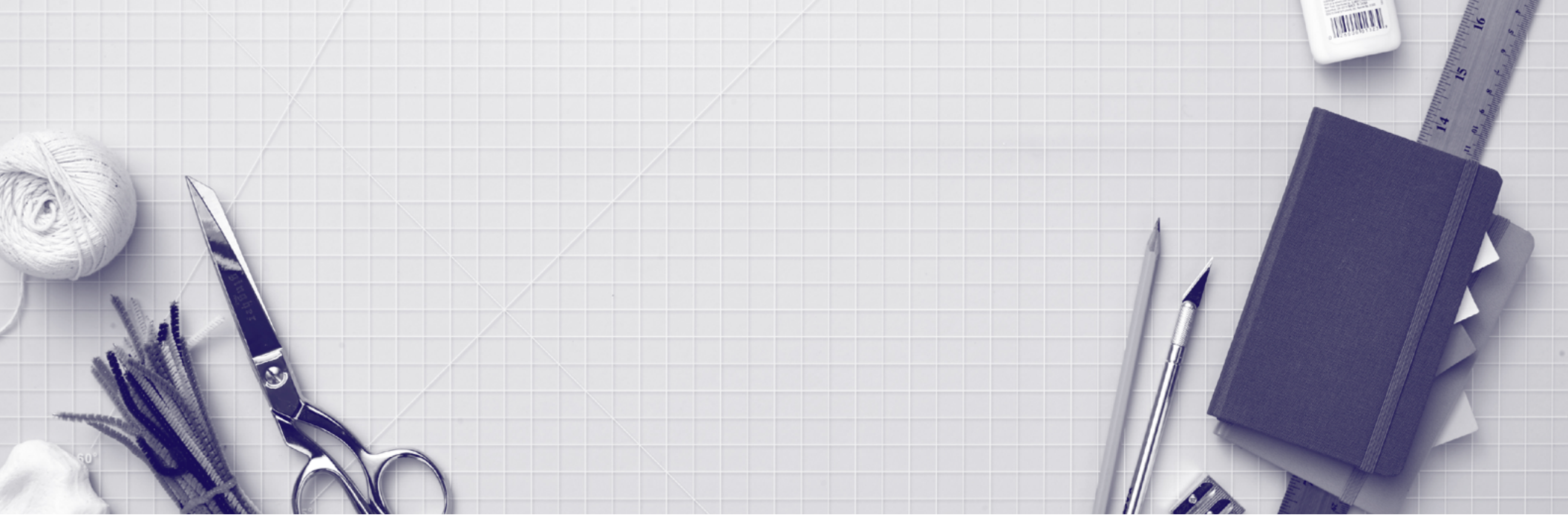
These optional sessions offer the chance to engage with your peers, dive deeper into course concepts, and broaden your perspective. If you can't attend each week, try to participate in at least one of these video chats.

GIVE FEEDBACK

We believe that asking for and giving feedback play crucial roles in learning. Use our in-course feedback guide to give constructive feedback and make valuable connections with your peers and the Teaching Team.

STAY IN TOUCH

Your learning isn't over when the course closes. Tune in to hear from today's leading innovation experts and change makers on the [IDEO U Creative Confidence Podcast](#), get access to our LinkedIn alumni group, and consider guiding others through their IDEO U learning experience as an Alumni Coach.



Impactful Presentations

5-week Cohort Course

COURSE OBJECTIVES

- Deliver presentations that spark a shift in beliefs, behaviors, and mindsets.
- Sequence and convey your information in a way that will create a meaningful journey for your audience.
- Open hearts and minds by developing a trusted relationship with your audience.
- Apply techniques to help people pay attention and remember the information you share.
- Practice with different presentation methods in order to create an engaging experience for your audience.

TIME COMMITMENT

We recommend a minimum of 4 hours per week.

Week 1	INTRODUCTION <i>Move Your Audience</i>	Understand how information and emotion work together to create presentations that have the power to spark change and inspire new mindsets and behaviors.
Week 2	LESSON 01 <i>Plan the Journey</i>	Create a compelling arc through the information by combining your goals with audience needs.
Week 3	LESSON 02 <i>Become the Guide</i>	Develop a trusted connection with your audience that opens their hearts and minds to your message.
Week 4	LESSON 03 <i>Make It Memorable</i>	Design your presentation to align with the way the brain focuses on and remembers information.
Week 5	CONCLUSION <i>Look Ahead</i>	The end of one presentation is the beginning of another. Learn how to end presentations in a way that gives the ideas within them room to grow and evolve.



WEEK 1

Introduction: Move Your Audience

In this lesson, you will:

- Learn the value of combining information with emotion.
- Gain an overview of key storytelling elements you can use in presentations.
- Surface and then redefine your assumptions around what a presentation should be.

VIDEO

*Messages That Spark Change—
It's not what you say, but how
you say it*

Live presentations can spark change and inspire new mindsets, behaviors, and beliefs. Learn how to blend emotions with information to establish a human connection with your audience.

ARTICLE

*Master The Story, Master Your
Presentation—3 Essential
Elements of Storytelling
for Presentations*

Learn three elements of storytelling that will help you make better decisions around how to share information.

VIDEO

*Mentor Moment—
Try something new*

Get advice on pushing your boundaries and trying something new.

ACTIVITY

Reflect on Your Patterns

Reflect on your existing presentation process and strengths in order to understand where you're starting from.

ASSIGNMENT

Choose Your Presentation

Choose the 10-15 minute presentation you will be workshopping throughout the course and gather any existing content you have. Identify your audience and your starting assumptions for what you must do or include in this presentation.

EXPLORE MORE

Gain an overview of the science of storytelling and watch a video of how Steve Jobs approached his presentations. Learn how you can start practicing storytelling in your day-to-day conversations.



WEEK 2

Lesson 01: Plan the Journey

In this lesson, you will:

- Define the Big Idea of your presentation and set the stakes for why your message matters.
- Learn how to tailor your presentation to any audience through empathy.
- Set up a structure for your presentation based on story arc forms.

VIDEO

What's the Point?—Identify The Goal of Your Presentation

If you want to deliver a message that inspires your audience, you need to first be clear about your goal. In this video, learn how to identify the Big Idea of your presentation.

VIDEO

It's Not About You—Empathize with Your Audience

To truly resonate with your audience, you need to tailor your presentation and share your message on their wavelength. Learn how to better empathize with your audience by considering their current thoughts, feelings, and needs.

ACTIVITY

Identify Your Big Idea and the Audience Shift

Draft a starting version of your Big Idea. Consider the audience and articulate the shift you want to create with your message.

VIDEO

Shape Your Story—Build Emotional Appeal and Interest

If you don't create a strong structure for your story, it will fall flat. We share techniques and story arc forms that will help you create tension, add drama, and hook your audience on your every word.

ARTICLE

3 Steps for Designing An Impactful Story Arc

Your story arc builds the emotional appeal you need to keep your audience interested. Learn how to shape your message into a meaningful and compelling arc for your audience.

VIDEO

Mentor Moment—Start with emotion

Some folks start building a story arc by considering the content first: identifying and sequencing the major beats they need to hit in the presentation. In this video, see an alternative approach that starts with emotion first.

ASSIGNMENT

Crafting Story Arcs

Identify the beats of your presentation. Choose a story arc to experiment with and align your beats to the arc, then map the accompanying emotional journey of the audience. Iterate and adjust your arc to have more impact. Use your learnings from creating arcs to revisit and hone your Big Idea and the shift you want to create in the audience.

EXPLORE MORE

Dig deeper into how you can uncover your Big Idea and inspire action in your audience. Learn how others approach structuring their presentations.



WEEK 3

Lesson 02: Become the Guide

In this lesson, you will:

- Learn why it's important to connect with your audience.
- Reflect on how you currently establish credibility and authenticity in your presentations.
- Practice new techniques to build a trusting relationship with your audience.

VIDEO

Create a Connection—Bridge the Divide Between You and The Audience

In order for people to connect with your message, they need to connect with you first. We'll share how you can establish a trusting relationship between you and your listeners, which will lead to them being more invested in your content.

VIDEO

Establish Your Credibility—Inspire Trust and Belief

When you establish credibility with your audience, they will start to care about your perspective. Learn five common traps that can compromise your ability to build trust with your listeners, and how you can avoid them.

VIDEO

Keep It Human—Present As Your Authentic Self

You need to show that you genuinely care about your content, open up to your audience, and showcase what makes you unique. Use these three tips to show up authentically during your presentation.

ASSIGNMENT

Design for Connection, Credibility, and Authenticity

Select different options for building a connection, establishing credibility, and presenting authenticity and brainstorm how you might bring them to life. Choose one to explore fully by building a prototype. Use learnings from this experimentation to revisit and hone your Big Idea and the shift you want to create in the audience.

EXPLORE MORE

Explore other ways you can connect with your audience, such as through humor and setting your intentions ahead of time.



WEEK 4

Lesson 03: Make It Memorable

In this lesson, you will:

- Learn how to make and break patterns in your presentation to help your audience understand, remember, and pay attention to your message.
- Use metaphors as a communication tool.
- Experiment with different mediums that can align with your message.

VIDEO

Best Intentions; Bad Presentations—Avoid Common Presentation Mistakes

Oftentimes, presentations can work against the way our brains pay attention and process information. Learn the common pitfalls of presentations and how to avoid them so that your audience doesn't miss the point of your message.

VIDEO

Make Patterns—Encourage Understanding and Retention

Our brains are naturally wired to recognize patterns because they help us think faster and focus on the right information. Learn three ways you can include patterns in your presentation to help your audience understand and remember your message.

ARTICLE

The Magic of Metaphor—Use Metaphors To Make Your Message Stick

Metaphors make things click in our brains, and then they make them stick. In this article, you'll learn why metaphors are an essential tool for communication, as well as some impactful examples of how they can be used in presentations.

ACTIVITY

Experiment with Metaphor

Brainstorm different metaphors that might help your audience understand your content intellectually and/or emotionally. Choose one metaphor and explore how you would bring it to life in your presentation.

VIDEO

Break Patterns—Shake Things Up To Capture Their Attention

Breaking patterns is just as important as making them. In this video, you'll learn how to keep your audience on the edge of their seats by including unexpected moments in your presentation.

VIDEO

Mentor Moment—Find the medium that fits your message

We often assume that the presentation medium will be a slide deck, but there are so many other possibilities. The key is to find a medium that best fits your message. In this video, explore many different possibilities for making your presentation come to life.

ASSIGNMENT

Create Pattern Breaks

Brainstorm ways to break patterns using space, the senses, and interactivity. Choose one idea to explore fully by building a prototype. Hone your Big Idea and the shift you want to create in your audience based on what you have learned through your experimentation.

ASSIGNMENT

Build a First Draft

Gather all of the feedback you have received, insights from experimentation, and favorite methods from the first three lessons. Consider the holistic audience journey and design hooks to keep your audience engaged. Bring it all together into a full first draft of your presentation. Use learnings from this experimentation to revisit and hone your Big Idea and the shift you want to create in the audience.

EXPLORE MORE

Learn additional strategies to help you retain your audience's attention and make your message memorable. Read about how to tell the difference between ideas that stick and those that don't.



WEEK 5

Conclusion: Look Ahead

In this lesson, you will:

- Learn how to design your presentations to keep your audiences wanting more.
- Develop a meaningful conclusion for your own presentation.
- Get inspired by how our instructors are approaching their own evolution as storytellers and presenters.

VIDEO

Bringing It All Together—A Presentation Case Study

In this video, two members of the IDEO U team discuss how they planned, designed, and delivered a presentation using techniques and insights from the three previous lessons of the course.

VIDEO

Mentor Moment—Encouragement to explore

Hear some encouraging words to keep in mind as you set out to explore a new version of you as a presenter and storyteller.

VIDEO

The End Is The Beginning—Evolve Your Story And Yourself

Learn how to wrap up your presentation at the right moment so you can leave your listeners wanting more and ready to move forward. Then, hear how our instructors are approaching their next chapter as presenters and storytellers.


ASSIGNMENT

Presentation Finale

Design a meaningful finale for your presentation. Using insights from the feedback you have received, iterate your presentation into a new draft. Reflect back on your experience over these five weeks to understand the skills and techniques you have gained and areas for you to continue growing.

EXPLORE MORE

Read about the most powerful way to end a presentation. See our recommendations for videos and podcasts that will help you further in your studies on live presentations.

A hand is visible on the left side, holding a yellow paper corner. The background is a white surface with a large yellow paper corner and a smaller light blue paper corner. The text is centered on the yellow paper.

*“It’s the blend of information
and emotion that moves people.
Information may convince our
minds—but it’s emotion that
encourages the type of belief it takes to
adopt new mindsets and behaviors.”*

ALEX GALLAFENT
IDEO Design Director