

WEEK 14 — PRESENTATION & DEMONSTRATION BUILDER

From Ideas to Impact

Weekly Capability

“I can organize my ideas, use visuals effectively, deliver with confidence, and respond professionally so that my presentation creates understanding and impact.”

Week 14 develops students from **professional meeting collaborators** into **professional presenters**. The emphasis should not be simply on “giving a presentation,” but on transforming ideas, information, and creative work into a message that an audience can **understand, remember, and respond to**.

The original Week 14 material identifies four central capabilities: **structuring a clear and engaging presentation, using visual aids effectively, delivering clearly and confidently, and handling questions and feedback professionally**.

This gives Week 14 a clear capability-development identity:

 **PRESENTATION & DEMONSTRATION BUILDER**

1. WEEK 14 LEARNING LOGIC

Organizing the entire week around one memorable sequence:

 **PURPOSE** →  **AUDIENCE** →  **STRUCTURE** →  **VISUALIZE** →  **DELIVER** →  **ENGAGE** →  **RESPOND** →  **IMPACT**

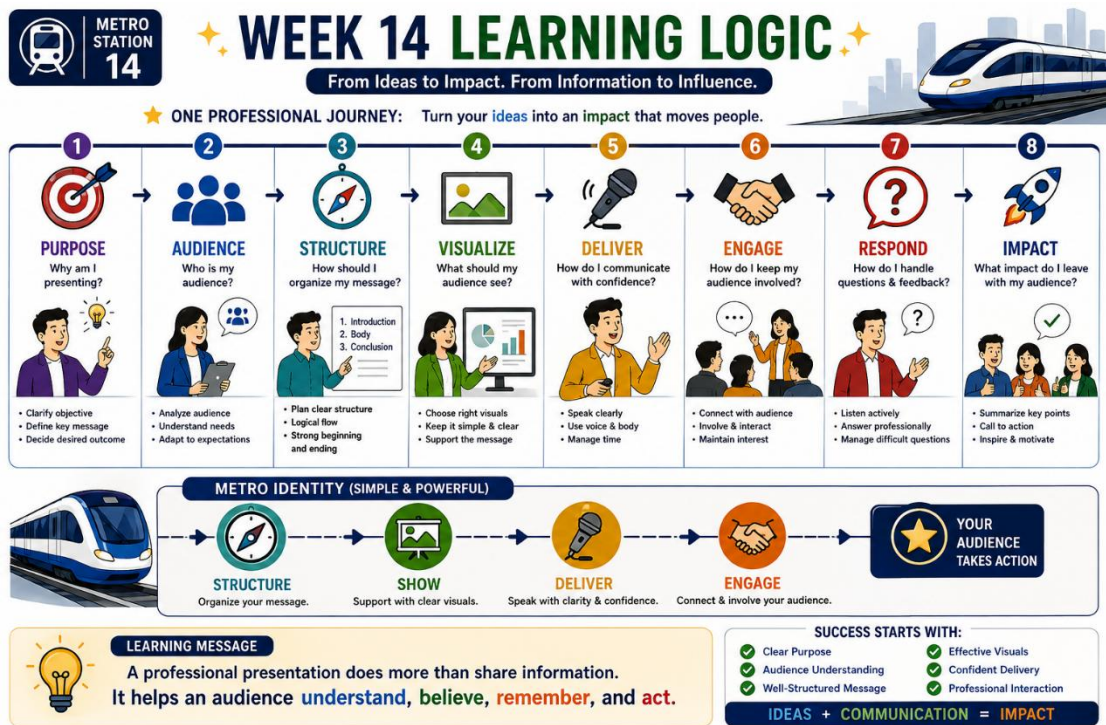
The sequence converts the four major areas of the source material into an integrated professional performance. Students first determine **why they are presenting and to whom**, then structure their message, support it with appropriate visuals, deliver it confidently, engage the audience, and respond professionally to questions and feedback.

For students, the Metro identity can be simplified to:

 **STRUCTURE** →  **SHOW** →  **DELIVER** →  **ENGAGE**

Learning Message:

A professional presentation does more than share information. It helps an audience understand, believe, remember, and act.



2. The Idea-to-Impact Metro Journey 🚆

Students travel through eight connected learning stations:

🚆 **START**



🎯 **STATION 1 — PURPOSE**

“What do I want my audience to understand, remember, or do?”



👥 **STATION 2 — AUDIENCE**

“Who am I speaking to?”



🗺️ **STATION 3 — STRUCTURE**

“How should I organize my message?”



🖼️ **STATION 4 — VISUALIZE**

“What should the audience see?”



🎤 **STATION 5 — DELIVER**

“How can I communicate with clarity and confidence?”



🤝 **STATION 6 — ENGAGE**

“How can I keep the audience involved?”



❓ **STATION 7 — RESPOND**

“How should I handle questions and feedback?”



STATION 8 — IMPACT

“What should the audience remember or do next?”



PROFESSIONAL PRESENTATION



PRESENTATION & DEMONSTRATION BUILDER

This structure is strongly grounded in the source, which emphasizes audience analysis, clear objectives, presentation structure, visual communication, delivery, and professional audience interaction.

Metro Learning Message

Know Your Purpose. Understand Your Audience. Structure Clearly. Show Visually. Deliver Confidently. Create Impact.



3. Four-Hour Learning Journey

Time	Learning Activity	Student Output
10 min	 Enter Metro Station 14	Presentation Mission
15 min	 Presentation Detective	Presentation Problem Card
20 min	 Purpose & Audience Builder	Purpose–Audience Card
25 min	 Presentation Architect	Presentation Roadmap
25 min	 Hook Builder	Opening Script
25 min	 Visual Message Lab	Visual Communication Card
10 min	 Break	—
20 min	 Signposting Challenge	Transition Card
25 min	 Delivery Lab	Delivery Performance
20 min	 Q&A Response Challenge	Response Card
30 min	 Idea-to-Impact Mission	Presentation Performance
10 min	 Peer Feedback	2 Stars + 1 Fix
5 min	 Exit Ticket	Metro Passport
240 min	Total Learning Journey	Professional Presentation Portfolio

The design deliberately prioritizes **performance, rehearsal, feedback, and application** because the source identifies rehearsal and feedback as essential for improving delivery and building confidence.



4. Activity 0 — Presentation Detective

Mission

Discover what makes a presentation **confusing, ineffective, or unprofessional**. Students observe a deliberately poor presentation containing problems such as:

- ✗ No clear purpose
- ✗ Too much information
- ✗ Weak structure
- ✗ Text-heavy slides
- ✗ Presenter reads every word
- ✗ Monotone delivery
- ✗ Little eye contact
- ✗ Poor time management
- ✗ Weak conclusion
- ✗ Defensive answers during Q&A

Students become **Presentation Detectives**:

 **PRESENTATION** →  **WHAT IS WRONG?** →  **REPAIR** → 

EFFECTIVE PRESENTATION

Mini Challenge

Teams have three minutes to identify the **three biggest problems** and answer: **“What would you change—and why?”**

Student Output: Presentation Problem Card

Learning Message:

A presentation becomes effective when every element helps the audience understand the message.



METRO STATION 14

ACTIVITY 0 — PRESENTATION DETECTIVE

MISSION: Discover what makes a presentation confusing, ineffective, or unprofessional.



A POOR PRESENTATION EXAMPLE



WHAT IS WRONG?

✗ No clear purpose 	✗ Monotone delivery 
✗ Too much information 	✗ Little eye contact 
✗ Weak structure 	✗ Poor time management 
✗ Text-heavy slides 	✗ Weak conclusion 
✗ Presenter reads every word 	✗ Defensive answers during Q&A 

PRESENTATION DETECTIVE PROCESS



PRESENTATION
Watch or listen to a poor presentation.



WHAT IS WRONG?
Identify problems individually and as a team.



REPAIR
Suggest improvements and better communication choices.



EFFECTIVE PRESENTATION
Make the message clear, engaging, and impactful.

MINI CHALLENGE

Teams have 3 minutes to identify the **THREE BIGGEST PROBLEMS**.

Then answer: **“What would you change—and why?”**

STUDENT OUTPUT

PRESENTATION PROBLEM CARD

List the main problems and your suggested improvements.

EVALUATION FOCUS



Identify Key Problems



Analyze Causes



Suggest Better Solutions



Work as a Team



Explain Clearly

LEARNING MESSAGE



“A presentation becomes effective when every element helps the audience understand the message.”

★ **YOU ARE A PRESENTATION DETECTIVE!**  Observe. Investigate. Improve. Make Every Presentation Effective.

5. Activity 1 — Purpose & Audience Builder

Mission

Identify **why you are presenting** and **who needs the message**.

Students begin with three questions:

WHO? → Who is my audience?

WHY? → Why am I presenting?

WHAT? → What should they understand, remember, or do?

The source emphasizes that presenters should consider the audience's background knowledge, interests, needs, and expectations before determining presentation content and structure. It also asks presenters to identify the single most important thing the audience should remember or do.

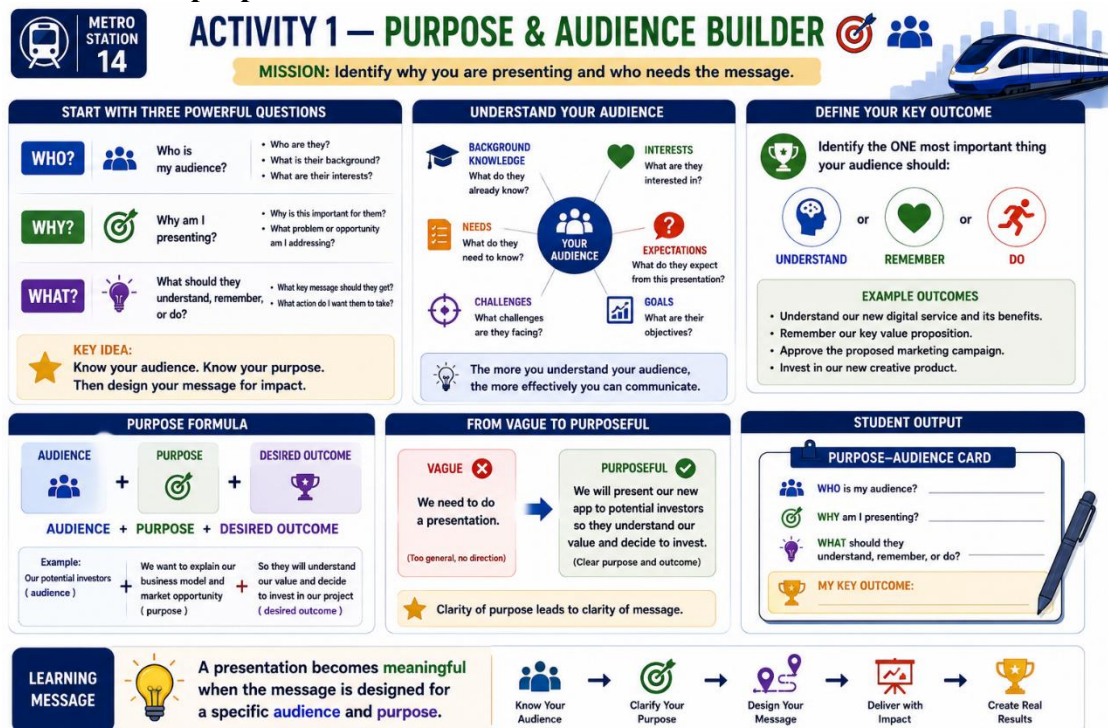
Purpose Formula

AUDIENCE + PURPOSE + DESIRED OUTCOME

Student Output: Purpose–Audience Card

Learning Message:

A presentation becomes meaningful when the message is designed for a specific audience and purpose.



ACTIVITY 1 — PURPOSE & AUDIENCE BUILDER  

MISSION: Identify why you are presenting and who needs the message.

START WITH THREE POWERFUL QUESTIONS

- WHO?** Who is my audience?
 - Who are they?
 - What is their background?
 - What are their interests?
- WHY?** Why am I presenting?
 - Why is this important for them?
 - What problem or opportunity am I addressing?
- WHAT?** What should they understand, remember, or do?
 - What key message should they get?
 - What action do I want them to take?

KEY IDEA: Know your audience. Know your purpose. Then design your message for impact.

UNDERSTAND YOUR AUDIENCE

YOUR AUDIENCE (Central Hub)

- BACKGROUND KNOWLEDGE:** What do they already know?
- INTERESTS:** What are they interested in?
- NEEDS:** What do they need to know?
- EXPECTATIONS:** What do they expect from this presentation?
- CHALLENGES:** What challenges are they facing?
- GOALS:** What are their objectives?

The more you understand your audience, the more effectively you can communicate.

DEFINE YOUR KEY OUTCOME

Identify the **ONE** most important thing your audience should:

UNDERSTAND (Head icon) or **REMEMBER** (Heart icon) or **DO** (Running person icon)

EXAMPLE OUTCOMES

- Understand our new digital service and its benefits.
- Remember our key value proposition.
- Approve the proposed marketing campaign.
- Invest in our new creative product.

PURPOSE FORMULA

AUDIENCE + **PURPOSE** + **DESIRED OUTCOME**

AUDIENCE + PURPOSE + DESIRED OUTCOME

Example: Our potential investors (audience) + We want to explain our business model and market opportunity (purpose) + So they will understand our value and decide to invest in our project (desired outcome)

FROM VAGUE TO PURPOSEFUL

VAGUE (Too general, no direction): We need to do a presentation.

PURPOSEFUL (Clear purpose and outcome): We will present our new app to potential investors so they understand our value and decide to invest.

★ Clarity of purpose leads to clarity of message.

STUDENT OUTPUT

PURPOSE–AUDIENCE CARD

WHO is my audience? _____

WHY am I presenting? _____

WHAT should they understand, remember, or do? _____

MY KEY OUTCOME: _____

LEARNING MESSAGE

A presentation becomes **meaningful** when the message is designed for a specific audience and purpose.

Process Flow: Know Your Audience → Clarify Your Purpose → Design Your Message → Deliver with Impact → Create Real Results

6. Activity 2 — Presentation Architect

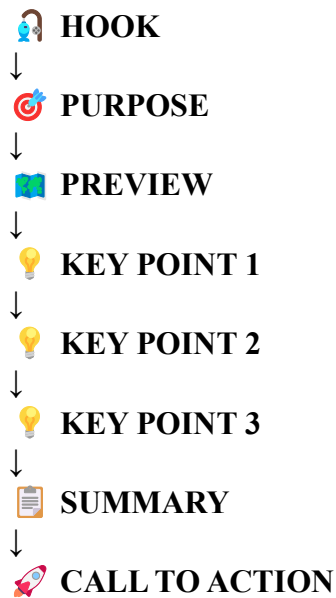
Mission

Build a presentation that the audience can easily follow.

Students organize their presentation around the classic structure identified in the source:

INTRODUCTION → BODY → CONCLUSION

The structure is expanded into:



Students also experiment with logical patterns such as:

Problem → Solution

Cause → Effect

Past → Present → Future

Compare → Contrast

Situation → Evidence → Recommendation

The source specifically emphasizes logical sequencing, cohesion, and transitions between presentation sections.

Student Output: Presentation Roadmap

Learning Message:

If the audience can see where your presentation is going, they can focus on what your message means.



METRO STATION
14

ACTIVITY 2 — PRESENTATION ARCHITECT

MISSION: Build a presentation that the audience can easily follow.



THE CLASSIC STRUCTURE

INTRODUCTION → BODY → CONCLUSION

The foundation of every clear and effective presentation.

EXPANDED PRESENTATION FLOW

- 1 **HOOK** Grab attention and make the audience curious.
- 2 **PURPOSE** State the purpose and why it matters.
- 3 **PREVIEW** Preview the key points you will cover.
- 4 **KEY POINT 1** Introduce your first main idea with explanation and evidence.
- 5 **KEY POINT 2** Introduce your second main idea with explanation and evidence.
- 6 **KEY POINT 3** Introduce your third main idea with explanation and evidence.
- 7 **SUMMARY** Summarize the main points and key takeaways.
- 8 **CALL TO ACTION** Tell the audience what you want them to do next.

THE GOAL:
Take your audience on a clear journey from the beginning to action.

USE LOGICAL PATTERNS TO ORGANIZE YOUR IDEAS

Choose the pattern that best fits your message and audience.

PROBLEM → SOLUTION

Identify the Problem → Analyze the Cause → Present the Solution → Show Benefits

CAUSE → EFFECT

Cause 1 → Cause 2 → Cause 3 → Result / Effect

PAST → PRESENT → FUTURE

Past (Background) → Present (Situation) → Future (Opportunity)

COMPARE → CONTRAST

Similarities ↔ Differences

SITUATION → EVIDENCE → RECOMMENDATION

Current Situation → Key Evidence → Analysis & Implications → Recommendation (Next Steps)

KEY PRINCIPLES

- Logical Sequencing: Ideas flow in a clear, natural order.
- Cohesion: Each part connects smoothly to the next.
- Transitions: Signpost to guide the audience from one point to another.
- Balance: Give the right amount of time to each key point.
- Relevance: Every part supports your purpose.

DESIGN YOUR ROADMAP → BUILD YOUR MESSAGE → LEAD YOUR AUDIENCE

STUDENT OUTPUT

PRESENTATION ROADMAP

Create your roadmap before you build your slides.

HOOK: _____
(How will I grab attention?)

PURPOSE: _____
(What is the purpose?)

PREVIEW: _____
(What are the key points?)

KEY POINT 1: _____
(What is the main idea?)

KEY POINT 2: _____
(What is the main idea?)

KEY POINT 3: _____
(What is the main idea?)

SUMMARY: _____
(What are the takeaways?)

CALL TO ACTION: _____
(What do you want them to do?)

LEARNING MESSAGE

If the audience can see where your presentation is going, they can focus on what your message means.

FROM STRUCTURE TO IMPACT

→
 →
 →
 →
 →
 →

YOUR SUCCESS

A well-structured presentation leads your audience to understand, believe, remember, and take action.

7. Activity 3 — Hook Builder

Mission

Capture audience attention and establish direction immediately.
Students experiment with different opening strategies:

- QUESTION**
- SURPRISING FACT**
- SHORT STORY**
- POWERFUL VISUAL**
- PROBLEM**
- BOLD IDEA**

They then build a complete opening:

Opening Formula

HOOK + PURPOSE + RELEVANCE + PREVIEW

For example:

“What if your customers could complete in 30 seconds what currently takes five minutes? Today, I’d like to show you how our redesigned digital service can simplify the customer journey. I’ll focus on the problem, our solution, and the value it creates.”

The source recommends using a compelling statistic, question, anecdote, striking visual, or relevant event to gain attention before clearly stating purpose and previewing the key points.

Student Output: Opening Script



ACTIVITY 3 — HOOK BUILDER

Capture Attention. Establish Direction. Start with Impact.

MISSION: Capture audience attention and establish direction immediately.



USE DIFFERENT OPENING STRATEGIES

QUESTION
Ask a thought-provoking question.
Example: "What if...?"

SURPRISING FACT
Share a surprising statistic or fact.
Example: "Did you know that...?"

SHORT STORY
Tell a brief, relevant story or anecdote.
Example: "Let me share a story..."

POWERFUL VISUAL
Show a striking image or visual.
Example: (Show slide)

PROBLEM
Highlight a common problem or pain point.
Example: "Many of us struggle with..."

BOLD IDEA
Present a bold statement or idea.
Example: "Here's the truth..."

GOOD HOOKS make the audience curious, surprised, or concerned—and they want to keep listening.

OPENING FORMULA


HOOK
Grab attention instantly

+


PURPOSE
State the purpose of your talk

+


RELEVANCE
Show why it matters to them

+


PREVIEW
Preview the key points you will cover

OPENING FORMULA
HOOK + PURPOSE + RELEVANCE + PREVIEW

EXAMPLE OPENING SCRIPT

“What if your customers could complete in 30 seconds what currently takes five minutes?

Today, I'd like to show you how our redesigned digital service can simplify the customer journey.

I'll focus on the problem, our solution, and the value it creates.”

★ This opening uses a **QUESTION** to get attention, states the **PURPOSE**, shows **RELEVANCE**, and previews the key points.

HOW TO BUILD YOUR OPENING

1

CHOOSE YOUR HOOK
Select a strategy that fits your topic and audience.

→

2

CONNECT TO TOPIC
Link your hook directly to your topic.

→

3

STATE YOUR PURPOSE
Clearly say why you are speaking.

→

4

SHOW RELEVANCE
Explain why it matters to your audience.

→

5

PREVIEW KEY POINTS
Provide a roadmap of what you will cover.

→

6

DELIVER WITH ENERGY
Speak with confidence and enthusiasm.

→

7

MOVE FORWARD
Keep your audience curious to hear more.

STUDENT OUTPUT

OPENING SCRIPT
Write your complete opening using the Opening Formula.

OPENING CHECKLIST

- ✓ Does my hook grab attention?
- ✓ Have I clearly stated my purpose?
- ✓ Have I shown why it matters to my audience?
- ✓ Have I previewed my key points?
- ✓ Am I ready to deliver it with energy?

TIPS FOR STRONG OPENINGS

- Be relevant to your audience.
- Be concise and clear.
- Be authentic and confident.
- Be creative, but not confusing.
- Practice until it feels natural.

LEARNING MESSAGE

A strong opening is like opening a door—it invites your audience in and makes them want to stay.

★ **START STRONG. GUIDE CLEARLY. LEAVE IMPACT.** Your opening sets the tone for your entire presentation.

8. Activity 4 — Visual Message Lab

Mission

Make visuals **support the message rather than compete with the presenter**.
Students compare ineffective and effective slides.

✗ SLIDE AS DOCUMENT

Long paragraphs
Tiny text
Too many elements
Unclear charts
Decorative images
Presenter reads everything



● SLIDE AS COMMUNICATION

Keywords
Clear hierarchy
Readable typography
Relevant visuals
Simple charts
One clear message

The source emphasizes that effective visuals should be clear, uncluttered, easy to understand, concise, and directly connected to the spoken message.

Students apply a simple test:

SEE → UNDERSTAND → CONNECT

SEE: Can the audience read it quickly?

UNDERSTAND: Is the main message obvious?

CONNECT: Does it support what I am saying?

Student Output: Visual Communication Card

Golden Rule:

Your slide supports your presentation. It does not replace you.

This directly reflects the source's reminder that slides are not teleprompters and should use keywords and concise phrases rather than lengthy paragraphs.



ACTIVITY 4 — VISUAL MESSAGE LAB

MISSION: Make visuals support the message rather than compete with the presenter.



SLIDE AS DOCUMENT (INEFFECTIVE)

Our Marketing Strategy for 2025

Our marketing strategy for 2025 is designed to enhance brand awareness, drive customer engagement, and increase sales across multiple channels. We will utilize a comprehensive approach that includes social media marketing, content marketing, email campaigns, influencer partnerships, search engine optimization, paid advertising, and event marketing. Social media platforms such as Facebook, Instagram, LinkedIn, TikTok, and X (Twitter) will be used to reach our target audience with engaging content, including videos, infographics, blog posts, and interactive stories. Content marketing will focus on creating valuable and informative content that addresses customer pain points and encourages sharing. Email campaigns will be segmented based on customer behavior and preferences to deliver personalized messages and offers. Influencer partnerships will help us reach new audiences and build credibility. We will also invest in SEO to improve our website ranking on search engines and use Google Ads and social media ads to drive targeted traffic. In addition, we plan to participate in industry events and webinars to generate leads and strengthen relationships. Our goals are to increase website traffic by 30%, generate 5,000 new leads, and achieve a 20% increase in sales compared to 2024. This strategy will be reviewed quarterly to ensure alignment with business objectives and market trends. By implementing this multi-channel strategy, we aim to build stronger customer relationships and achieve sustainable growth in 2025 and beyond.

And as you can see here...

- ✗ Long paragraphs
- ✗ Tiny text
- ✗ Too many elements
- ✗ Unclear charts
- ✗ Decorative images
- ✗ Presenter reads everything

SLIDE AS COMMUNICATION (EFFECTIVE)

Our Marketing Strategy for 2025

Reach. Engage. Grow.



Reach More Audience

Multi-channel marketing



Drive Engagement & Leads

Valuable content + partnerships



Grow Sales & Build Loyalty

Better experience
Stronger relationships

Our 2025 Goals



+30%
Website Traffic



5,000
New Leads



+20%
Sales Growth

Here's the big picture...

- ✓ Keywords only
- ✓ Clear hierarchy
- ✓ Readable typography
- ✓ Relevant visuals
- ✓ Simple charts
- ✓ One clear message

THE SIMPLE TEST: SEE → UNDERSTAND → CONNECT



SEE

Can the audience read it quickly?
Is it clear and easy to see from where they sit?



UNDERSTAND

Is the main message obvious?
Does the slide help them understand the key idea?



CONNECT

Does it support what I am saying?
Does it connect with my talk, not distract from it?



If the answer is YES to all three, your visual is working!

EFFECTIVE VISUAL DESIGN PRINCIPLES



One Message per Slide



Big, Clear Fonts



Simple & Clean



Relevant & High-Quality



Use Charts Simply



Support Your Message

BEFORE & AFTER COMPARISON

BEFORE



AFTER



STUDENT OUTPUT

VISUAL COMMUNICATION CARD

Design a slide that:

- ✓ Passes the SEE → UNDERSTAND → CONNECT test
- ✓ Contains one clear message
- ✓ Supports your presentation topic

★

GOLDEN RULE: Your slide supports your presentation. It does not replace you.

Slides are not teleprompters. They are visual partners in your communication.

9. Activity 5 — Signposting Challenge

Mission

Help the audience know **where they are in the presentation.**

Students practice professional transition language:

OPEN

“Today I'd like to focus on...”

PREVIEW

“I'll cover three main points...”

MOVE

“Let's now move on to...”

CONNECT

“This leads us to...”

HIGHLIGHT

“The key point here is...”

SUMMARIZE

“To recap...”

CLOSE

“So, what does this mean for us?”

Signposting Logic

WHERE WE ARE → WHERE WE ARE GOING → WHY IT MATTERS

Student Output: Transition Card

Learning Message:

Good signposting makes complex ideas easier to follow.


METRO STATION 14

ACTIVITY 5 – SIGNPOSTING CHALLENGE




MISSION: Help the audience know where they are in the presentation.

WHY SIGNPOST?

Signposting guides your audience through your ideas. It shows them where you are, where you're going, and why it matters.



PROFESSIONAL SIGNPOSTING LANGUAGE

	OPEN	"Today I'd like to focus on..."
	PREVIEW	"I'll cover three main points..."
	MOVE	"Let's now move on to..."
	CONNECT	"This leads us to..."
	HIGHLIGHT	"The key point here is..."
	SUMMARIZE	"To recap..."
	CLOSE	"So, what does this mean for us?"

Use natural transitions between ideas to keep your audience with you.

SIGNPOSTING LOGIC

WHERE WE ARE
Let the audience know the current point.

WHERE WE ARE GOING
Tell them what comes next.

WHY IT MATTERS
Explain the value or relevance.

THE RESULT

Your audience feels guided, not lost. They can focus on understanding your message instead of wondering "What's next?"

SIGNPOSTING IN ACTION (EXAMPLE FLOW)

OPEN
Today I'd like to focus on...

PREVIEW
I'll cover three main points...

MOVE
Let's now move on to the first point...

CONNECT
This leads us to an important consideration...

HIGHLIGHT
The key point here is...

SUMMARIZE
To recap, we discussed...

CLOSE
So, what does this mean for us moving forward?

Clear signposting = Smooth flow = Strong understanding

TIPS FOR STRONG SIGNPOSTING

- Keep it short and natural.
- Speak to your audience, not to your slides.
- Use transitions to connect ideas.
- Repeat key words for clarity.

GOOD SIGNPOSTING MAKES COMPLEX IDEAS EASIER TO FOLLOW.

Reduces confusion

Improves understanding

Keeps attention and engagement

Helps the audience follow your logic

Creates a more impactful message

LEARNING MESSAGE

Good signposting makes complex ideas easier to follow.

STUDENT OUTPUT

TRANSITION CARD

Write your transitions for your presentation.

1 **OPEN:** _____

2 **PREVIEW:** _____

3 **MOVE:** _____

4 **CONNECT:** _____

5 **HIGHLIGHT:** _____

6 **SUMMARIZE:** _____

7 **CLOSE:** _____

10. Activity 6 — Delivery Lab

Mission

Turn prepared content into a **confident human performance**.

Students rotate through five delivery stations:

 **VOICE** — Is my voice clear?

 **PACE** — Am I speaking too quickly?

 **PAUSE** — Do I give important ideas space?

 **EYE CONTACT** — Am I connecting with the audience?

 **BODY LANGUAGE** — Does my body support my message?

The source emphasizes articulation, pacing, intonation, pauses, volume, posture, gestures, eye contact, facial expression, and congruence between verbal and nonverbal communication.

Delivery Formula

VOICE + PACE + PAUSE + EYE CONTACT + BODY LANGUAGE = PRESENCE

Students deliver the same 30-second message twice and compare their performance.

Student Output: Delivery Performance

Learning Message:

Confidence is not speaking louder. It is helping the audience trust and follow your message.



METRO STATION 14

ACTIVITY 6 — DELIVERY LAB

MISSION: Turn prepared content into a confident human performance.



FIVE DELIVERY STATIONS — PRACTICE. REFLECT. IMPROVE.

1 VOICE

Is my voice clear?



- ✓ Speak clearly
- ✓ Use the right volume
- ✓ Vary your tone
- ✓ Sound natural

KEY TIP
Let your voice create interest and emotion.

2 PACE

Am I speaking too quickly?



- ✓ Speak at a steady pace
- ✓ Avoid rushing
- ✓ Adjust for the audience
- ✓ Let ideas land

KEY TIP
A good pace helps your message land.

3 PAUSE

Do I give important ideas space?



- ✓ Pause before key points
- ✓ Pause after important ideas
- ✓ Use silence intentionally
- ✓ Give time to think

KEY TIP
Silence gives power to your message.

4 EYE CONTACT

Am I connecting with the audience?



- ✓ Look at different people
- ✓ Don't read your slides
- ✓ Connect, don't stare
- ✓ Make eye contact natural

KEY TIP
Eye contact builds trust and connection.

5 BODY LANGUAGE

Does my body support my message?



- ✓ Stand tall and confident
- ✓ Use natural gestures
- ✓ Move with purpose
- ✓ Match body with words

KEY TIP
Your body speaks as loudly as your voice.

WHAT GREAT DELIVERY LOOKS LIKE

 Clear voice

+

 Steady pace

+

 Powerful pauses

+

 Strong eye contact

+

 Confident body language

→

 Engaged Audience
Strong Impact

DELIVERY FORMULA

 +
  +
  +
  +
 

=

PRESENCE

★ PRESENCE = Confidence + Clarity + Connection
The audience feels engaged, not just informed.

PRACTICE CHALLENGE

Deliver the SAME 30-SECOND MESSAGE twice.

ROUND 1

30 SEC

Deliver normally.

→

ROUND 2

30 SEC

Apply what you learned.

COMPARE YOUR PERFORMANCE

What improved? What will you keep doing?

DELIVERY SUCCESS TIPS

- ✓ Know your content so you can focus on your audience.
- ✓ Speak to people, not to slides.
- ✓ Use pauses to emphasize key points.
- ✓ Show enthusiasm for your topic.
- ✓ Be yourself—authenticity builds trust.
- ✓ Rehearse. Reflect. Improve.

DELIVERY SELF-CHECK

Rate Yourself (1 = Needs Work, 5 = Excellent)

Voice (clarity, volume, tone)	1	2	3	4	5
Pace (steady, not too fast/slow)	1	2	3	4	5
Pauses (intentional, effective)	1	2	3	4	5
Eye Contact (natural, engaging)	1	2	3	4	5
Body Language (open, confident)	1	2	3	4	5
Overall Presence	1	2	3	4	5

STUDENT OUTPUT

DELIVERY PERFORMANCE

Record your reflection.

What went well? _____

What will I improve? _____

One action I will take: _____

LEARNING MESSAGE

Confidence is **not** speaking louder.

It is helping the audience trust and follow your message.

★ PRACTICE BUILDS CONFIDENCE. CONFIDENCE CREATES IMPACT. Deliver with clarity. Connect with your audience. Make your message matter.

11. Activity 7 — Q&A Response Challenge ?

Mission

Respond to questions **clearly, calmly, and professionally.**

Students draw different audience-question cards:

- **CLEAR QUESTION**
- **UNCLEAR QUESTION**
- **TECHNICAL QUESTION**
- **CRITICAL QUESTION**
- **QUESTION YOU CANNOT ANSWER**

Students follow:

LISTEN → CLARIFY → RESPOND → CHECK

Useful language includes:

“If I understand your question correctly...”

“Could you please clarify what you mean by...?”

“That’s an important point. From our perspective...”

“I don’t have the exact figure with me, but I’d be happy to follow up.”

“Does that answer your question?”

The source specifically emphasizes active listening, understanding the question before responding, concise answers, calm handling of difficult questions, honesty when an answer is unknown, and professional acknowledgment of feedback.

Student Output: Q&A Response Card

Golden Rule:

You do not need to know every answer. You need to handle every question professionally.

ACTIVITY 7 — Q&A RESPONSE CHALLENGE

MISSION: Respond to questions clearly, calmly, and professionally.

AUDIENCE-QUESTION CARDS — DRAW A CARD, PRACTICE YOUR RESPONSE.

CLEAR QUESTION Straightforward and easy to understand. Example: "What are the main benefits of your solution?"	UNCLEAR QUESTION Vague or needs more information. Example: "Can you explain more about that?"	TECHNICAL QUESTION Detailed or requires specific knowledge. Example: "What algorithm model did you use?"	CRITICAL QUESTION Challenges your idea, decision, or approach. Example: "Why should we trust your results?"
QUESTION YOU CANNOT ANSWER You don't have the information right now. Example: "What will your future pricing be?"			

USEFUL LANGUAGE TOOLKIT

Listen Actively Show you are really listening.	"If I understand your question correctly..."
Clarify the Question Make sure you fully understand.	"Could you please clarify what you mean by...?"
Respond Clearly Answer with confidence and relevance.	"That's an important point. From our perspective..."
If You Don't Know Be honest and professional.	"I don't have the exact figure with me, but I'd be happy to follow up."
Check Understanding Close the loop and confirm.	"Does that answer your question?"

THE Q&A RESPONSE PROCESS

1. LISTEN
Listen fully and without interrupting.

2. CLARIFY
Ask a clarifying question if needed.

3. RESPOND
Give a clear, concise, and relevant answer.

4. CHECK
Confirm understanding and invite follow-up.

"I'm listening..."

"Could you clarify what you mean by...?"

"Here is the key point..."

"Does that answer your question?"

TIPS FOR HANDLING QUESTIONS LIKE A PRO

- Stay calm and take a breath.
- Listen completely before you respond.
- Keep answers short, clear, and to the point.
- Acknowledge the questioner.
- Handle criticism with respect and professionalism.
- If you don't know, say so—and offer to follow up.
- Never argue with the audience.

EXAMPLE RESPONSES BY QUESTION TYPE

CLEAR QUESTION	→ "Great question. The main benefits are A, B, and C..."
UNCLEAR QUESTION	→ "Let me clarify: Are you asking about X or Y?"
TECHNICAL QUESTION	→ "In our model, we used [method]. The key reason is..."
CRITICAL QUESTION	→ "That's a valid concern. Here's how we addressed it..."
QUESTION YOU CANNOT ANSWER	→ "I don't have that information right now. I'll be happy to follow up with you after this session."

STUDENT OUTPUT

Q&A RESPONSE CARD

Question Type: _____

Question I received: _____

My Response (Listen → Clarify → Respond → Check): _____

What went well? _____

What will I improve next time? _____

LEARNING MESSAGE

Good answers build trust.
Good handling builds respect.
Both create lasting impact.

GOLDEN RULE: You do not need to know every answer. You need to handle every question professionally.

12. Activity 8 — Idea-to-Impact Mission

Final Team Challenge

Each team receives one **Creative Business Presentation Scenario**:

Scenario A — NEW PRODUCT

Introduce a new creative product.

Scenario B — DIGITAL PLATFORM

Demonstrate a new digital service.

Scenario C — MARKETING CAMPAIGN

Present a campaign concept to a client.

Scenario D — BUSINESS IDEA

Pitch a new business opportunity.

Scenario E — WEBSITE / APP

Demonstrate a prototype.

Scenario F — PROJECT PROPOSAL

Persuade stakeholders to support a project.

Teams demonstrate the complete process:

1 PURPOSE



2 AUDIENCE



3 STRUCTURE



4 OPEN



5 EXPLAIN



6 VISUALIZE



7 DELIVER



8 ENGAGE



9 RESPOND



10 CLOSE WITH IMPACT

Student Output: Professional Presentation Performance


METRO STATION 14

ACTIVITY 8 – IDEA-TO-IMPACT MISSION

FINAL TEAM CHALLENGE: Turn your idea into a presentation that creates impact.




CREATIVE BUSINESS PRESENTATION SCENARIOS	THE COMPLETE PRESENTATION PROCESS	TEAM CHALLENGE
A  NEW PRODUCT Introduce a new creative product.  B  DIGITAL PLATFORM Demonstrate a new digital service.  C  MARKETING CAMPAIGN Present a campaign concept to a client.  D  BUSINESS IDEA Pitch a new business opportunity.  E  WEBSITE / APP Demonstrate a prototype.  F  PROJECT PROPOSAL Persuade stakeholders to support a project.  ★ YOUR MISSION: Use what you learned to design and deliver a presentation that informs, persuades, and inspires.	 1 PURPOSE Define why you are presenting and the desired outcome.  2 AUDIENCE Identify who they are and what they need to understand.  3 STRUCTURE Organize your key points logically.  4 OPEN Capture attention and set the direction.  5 EXPLAIN Develop your key points clearly and simply.  6 VISUALIZE Use visuals that support and strengthen your message.  7 DELIVER Speak with clarity, energy, and confidence.  8 ENGAGE Connect with your audience through interaction.  9 RESPOND Handle questions with professionalism and respect.  10 CLOSE WITH IMPACT End strongly with a memorable message and call to action. DESTINATION: IMPACT Your message creates understanding, belief, and action.	 OUR IDEA YOUR IMPACT! ⌚ TIME: 7–10 minutes presentation + 3 minutes Q&A 👥 TEAM: All members participate 🎯 GOAL: Deliver a clear, persuasive, and memorable presentation that creates impact. STUDENT OUTPUT PROFESSIONAL PRESENTATION PERFORMANCE ✓ Clear purpose and audience focus ✓ Logical structure and strong opening ✓ Clear explanations with strong visuals ✓ Confident delivery and engagement ✓ Professional response to questions ✓ Powerful closing with impact 💡 LEARNING MESSAGE Great presentations don't just share ideas. They create understanding, inspire belief, and drive action.

★ YOU HAVE THE PLAN. NOW CREATE THE IMPACT.
 Every step you take brings your audience one step closer.
NEXT STOP: YOUR SUCCESS!

13. The 90-Second Presentation Challenge 🕒 🔊

To maintain continuity with Weeks 12 and 13, students complete an individual **90-second professional performance**.

30 seconds — OPEN

HOOK + PURPOSE + PREVIEW

30 seconds — DELIVER

KEY IDEA + EVIDENCE/EXAMPLE + VISUAL

30 seconds — CLOSE

SUMMARY + KEY MESSAGE + CALL TO ACTION

Performance Rules

🎯 Purpose · ⚙️ Structure · 💬 Language · 🖼️ Visual · 🎤 Delivery · 👁️ Connection · 🚀 Impact

The challenge assesses whether students can **communicate meaning under realistic time constraints**, rather than simply remember presentation vocabulary.

THE 90-SECOND PRESENTATION CHALLENGE

Communicate your idea. Create value. Make an **impact**.



90
SECONDS
OF IMPACT

You have 90 seconds to inspire your audience. **Be clear. Be confident. Be memorable.**

30 SECONDS — OPEN	30 SECONDS — DELIVER	30 SECONDS — CLOSE
HOOK + PURPOSE + PREVIEW HOOK Grab attention immediately. PURPOSE Tell the audience why you are here. PREVIEW Share the key points you will cover.  "Here's what we'll talk about..."	KEY IDEA + EVIDENCE/EXAMPLE + VISUAL KEY IDEA Share your main message clearly. EVIDENCE / EXAMPLE Support your idea with facts, data, or examples. VISUAL Use one clear visual that strengthens your message.  OUR SOLUTION	SUMMARY + KEY MESSAGE + CALL TO ACTION SUMMARY Briefly recap the key points. KEY MESSAGE Deliver the one message you want them to remember. CALL TO ACTION Tell the audience what you want them to do next.  "Here's what you can do next..."
0:00 – 0:30	0:30 – 1:00	1:00 – 1:30



HOW YOU WILL BE EVALUATED

 PURPOSE Clear objective and relevance	 STRUCTURE Logical flow and signposting	 LANGUAGE Clarity, simplicity, and professionalism	 VISUAL Relevant, clear, and effective	 DELIVERY Voice, pace, and confidence	 CONNECTION Engagement and eye contact	 IMPACT Memorable message and call to action
--	---	--	--	---	--	--

PERFORMANCE RULES

-  **Purpose**
Clear reason and desired outcome
-  **Structure**
Logical flow and strong signposting
-  **Language**
Simple, professional, and audience-friendly
-  **Visual**
One strong visual that supports the message
-  **Delivery**
Clear voice, pace, and energy
-  **Connection**
Eye contact and engagement
-  **Impact**
Leave a lasting impression

STUDENT GOAL

 Deliver a clear, confident, and compelling 90-second presentation that informs, persuades, and inspires.

TIPS FOR SUCCESS

-  Plan your idea before you speak.
-  Use simple words and strong visuals.
-  Practice your timing.
-  Make every second count.
-  Speak to people, not to slides.

★ **IT'S NOT ABOUT TIME. IT'S ABOUT IMPACT.**

👥 **One idea. Ninety seconds. Infinite possibilities.**

14. Peer Feedback — 2 Stars + 1 Fix ★

★ STAR 1 — MESSAGE

“One part of the presentation that was especially clear or memorable was...”

★ STAR 2 — DELIVERY

“One presentation behavior that helped you connect with the audience was...”

🔧 ONE FIX

“One change that could make your presentation more effective is...”

Feedback Rule

Clear. Specific. Constructive. Respectful.

PEER FEEDBACK — 2 STARS + 1 FIX ★★

Great presenters grow with great feedback.

★ STAR 1 — MESSAGE

“One part of the presentation that was especially clear or memorable was...”



EXAMPLE
Your explanation of the problem using the customer story was very clear and easy to understand.

★ STAR 2 — DELIVERY

“One presentation behavior that helped you connect with the audience was...”



EXAMPLE
You maintained eye contact and used natural gestures that made your message more engaging.

ONE FIX

“One change that could make your presentation more effective is...”



EXAMPLE
Try slowing down your pace slightly so the audience has more time to absorb each key point.

HOW TO GIVE FEEDBACK

- Watch with attention.
- Take notes while the presenter speaks.
- Use the 2 Stars + 1 Fix structure.
- Be honest, helpful, and encouraging.
- Thank the presenter.

EXAMPLE OF A COMPLETE FEEDBACK

★ STAR 1 — MESSAGE	“The customer example at the beginning clearly showed the real problem.”
★ STAR 2 — DELIVERY	“You used good eye contact and your voice was confident and easy to follow.”
ONE FIX	“Consider simplifying the text on your slides so the visuals support your message more.”

FEEDBACK RULE

- CLEAR**
Be easy to understand.
- SPECIFIC**
Give concrete examples, not general comments.
- CONSTRUCTIVE**
Focus on helping the presenter improve.
- RESPECTFUL**
Be kind, positive, and supportive.

Our goal is growth, not judgment.

REMEMBER

Great feedback builds better presentations.

GROW TOGETHER!

GIVE KINDLY. RECEIVE GRATEFULLY. IMPROVE CONTINUOUSLY.

15. Think Before You PRESENT

A memorable 6P Presentation Check:

6P Check	Student Question
Purpose	Do I know what I want the audience to understand, remember, or do?
People	Have I designed the message for my audience?
Path	Is my presentation logically structured?
Picture	Do my visuals support rather than compete with my message?
Performance	Am I communicating clearly and confidently?
Payoff	Will the audience leave knowing what matters and what happens next?

Golden Rule

Never present information without knowing what you want the audience to do with it.



THINK BEFORE YOU PRESENT



Great presentations don't happen on stage. They happen in **your** preparation.

6P CHECK	STUDENT QUESTION	
 PURPOSE	Do I know what I want the audience to understand, remember, or do?	☐
 PEOPLE	Have I designed the message for my audience?	☐
 PATH	Is my presentation logically structured?	☐
 PICTURE	Do my visuals support rather than compete with my message?	☐
 PERFORMANCE	Am I communicating clearly and confidently?	☐
 PAYOFF	Will the audience leave knowing what matters and what happens next?	☐

WHY THE 6P MATTER

-  **CLARITY**
You start with intention, not with slides.
-  **RELEVANCE**
Your message connects with real people.
-  **LOGIC**
A clear path helps the audience follow and remember.
-  **FOCUS**
Strong visuals make ideas clear and memorable.
-  **PRESENCE**
Confident delivery builds trust and credibility.
-  **IMPACT**
You leave the audience with value and action.

GREAT PRESENTATIONS CREATE ACTION

 →
  →
 

KNOW → CARE → DO



GOLDEN RULE



NEVER PRESENT INFORMATION WITHOUT KNOWING WHAT YOU WANT THE AUDIENCE TO DO WITH IT.



16. Metro Passport — Station 14

Self-Check: I CAN...

Capability	Not Yet	Almost	Yes!
Identify my presentation purpose	☐	☐	☒
Analyze my audience	☐	☐	☒
Structure a presentation logically	☐	☐	☒
Create an engaging opening	☐	☐	☒
Preview key points clearly	☐	☐	☒
Explain ideas with evidence/examples	☐	☐	☒
Use signposting effectively	☐	☐	☒
Design clear and relevant visuals	☐	☐	☒
Explain visuals effectively	☐	☐	☒
Speak clearly and confidently	☐	☐	☒
Use eye contact and body language	☐	☐	☒
Manage presentation time	☐	☐	☒
Respond to questions professionally	☐	☐	☒
Handle feedback constructively	☐	☐	☒
Close with a memorable message	☐	☐	☒
Deliver an effective professional presentation	☐	☐	☒

Capability Badge



PRESENTATION & DEMONSTRATION BUILDER



METRO PASSPORT

STATION 14

14



SELF-CHECK: I CAN...



Track your skills.
See your growth.
Build your confidence.

CAPABILITY	🎯 NOT YET	📈 ALMOST	★ YES!
 1. Identify my presentation purpose	☐	☐	★
 2. Analyze my audience	☐	☐	★
 3. Structure a presentation logically	☐	☐	★
 4. Create an engaging opening	☐	☐	★
 5. Preview key points clearly	☐	☐	★
 6. Explain ideas with evidence/examples	☐	☐	★
 7. Use signposting effectively	☐	☐	★
 8. Design clear and relevant visuals	☐	☐	★
 9. Explain visuals effectively	☐	☐	★
 10. Speak clearly and confidently	☐	☐	★
 11. Use eye contact and body language	☐	☐	★
 12. Manage presentation time	☐	☐	★
 13. Respond to questions professionally	☐	☐	★
 14. Handle feedback constructively	☐	☐	★
 15. Close with a memorable message	☐	☐	★
 16. Deliver an effective professional presentation	☐	☐	★



YOUR PROGRESS



Focus on skills marked Not Yet.



Practice to move to Almost.



Keep doing! Strive for mastery.



Every skill you build builds your future.

17. Evidence of Learning

Week 14 should again move beyond a conventional vocabulary quiz. The source explicitly treats effective presentation as a combination of **structure, visual communication, delivery, and professional interaction**.

Evidence	Capability Demonstrated
 Presentation Problem Card	Diagnose ineffective presentation practices
 Purpose-Audience Card	Define purpose and analyze audience
 Presentation Roadmap	Structure information logically
 Opening Script	Create an engaging introduction
 Visual Communication Card	Use visuals strategically
 Transition Card	Connect ideas through signposting
 Delivery Performance	Communicate clearly and confidently
 Q&A Response Card	Handle questions professionally
 Peer Feedback	Evaluate and improve performance
 Presentation Performance	Integrate presentation capabilities in context

When all pieces come together:

MY PROFESSIONAL PRESENTATION PORTFOLIO

This provides **visible evidence of what students can actually do**, not merely evidence of what they can remember.



EVIDENCE OF LEARNING – WEEK 14

Effective presentation is a combination of **structure, visual communication, delivery, and professional interaction.**



EVIDENCE	CAPABILITY DEMONSTRATED	
 1 Presentation Problem Card	 Diagnose ineffective presentation practices	
 2 Purpose-Audience Card	 Define purpose and analyze audience	
 3 Presentation Roadmap	 Structure information logically	
 4 Opening Script	 Create an engaging introduction	
 5 Visual Communication Card	 Use visuals strategically	
 6 Transition Card	 Connect ideas through signposting	
 7 Delivery Performance	 Communicate clearly and confidently	
 8 Q&A Response Card	 Handle questions professionally	
 9 Peer Feedback	 Evaluate and improve performance	
 10 Presentation Performance	 Integrate presentation capabilities in context	

WHEN ALL PIECES COME TOGETHER:





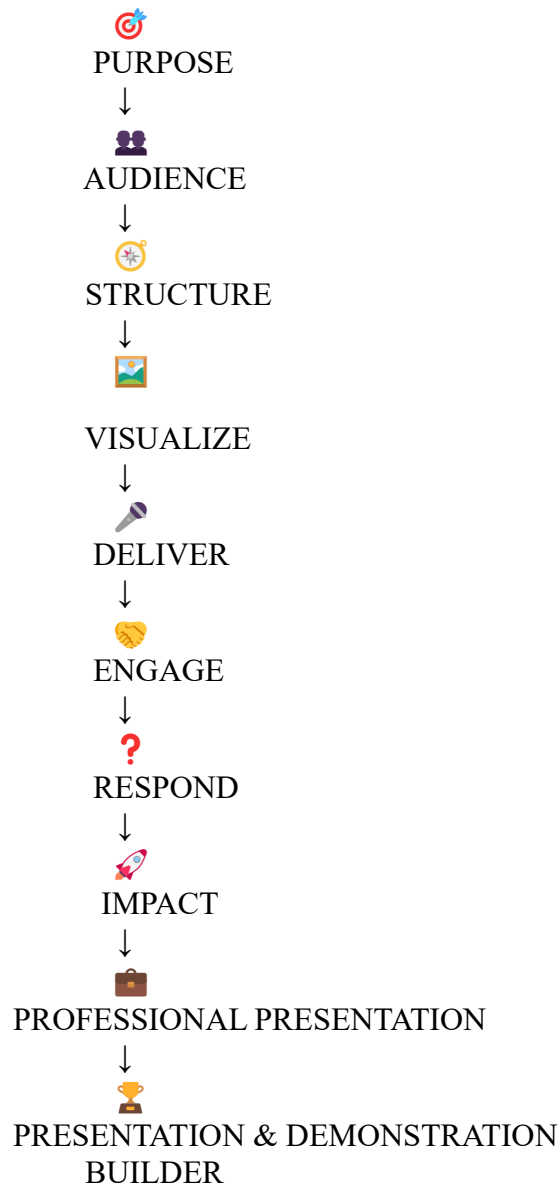
MY PROFESSIONAL PRESENTATION PORTFOLIO

Visible evidence of what I can actually do, not just what I can remember.



18. Week 14 Capability Map

WEEK 14 PRESENTATION & DEMONSTRATION BUILDER



Final Message

“A powerful presentation does not begin with slides. It begins with purpose—and ends with audience impact.”

Metro Station 14

Structure Clearly. Visualize Simply. Deliver Confidently. Engage Professionally. Create Impact.

 **Station 14 Completed — PRESENTATION & DEMONSTRATION BUILDER**



19. Capability Bridge: Week 13 → Week 14

This connection can make the progression especially meaningful.

WEEK 13 — MEETING COLLABORATION BUILDER

"I can work with others in a professional meeting to turn discussion into decisions and action."

PURPOSE → CONTRIBUTE → LISTEN → RESPOND → DECIDE → ACTION



INTERCHANGE



WEEK 14 — PRESENTATION & DEMONSTRATION BUILDER

"I can organize and deliver ideas clearly and confidently so that an audience can understand, engage, and act."

PURPOSE → AUDIENCE → STRUCTURE → VISUALIZE → DELIVER → ENGAGE → RESPOND → IMPACT

The conceptual progression is therefore:

Week 13 asks:

"How do we turn our discussion into shared action?"

Week 14 asks:

"How do I turn our ideas and work into a message that creates audience impact?"



20. Capability Progression: Week 6 → Week 14 🚉

The course now forms an increasingly coherent professional-capability journey:

WEEK 6 — 🎯 PURPOSE & DRIVE BUILDER

Know what I want to achieve.



WEEK 7 — 🌱 BUSINESS PLAN BUILDER

Turn my goal into a plan.



WEEK 8 — 🤝 INFORMATION EXCHANGE BUILDER

Exchange information with others.



WEEK 9 — 💻 DIGITAL COMMUNICATION BUILDER

Communicate professionally in digital environments.



WEEK 10 — 📧 BUSINESS EMAIL BUILDER

Turn written communication into action.



WEEK 11 — 📅 SCHEDULE COORDINATION BUILDER

Coordinate people and time.



WEEK 12 — 📋 INFORMATION-TO-ACTION BUILDER

Turn information into organized work.



WEEK 13 — 🤝 MEETING COLLABORATION BUILDER

Turn group discussion into shared decisions and action.



WEEK 14 — 🎤 PRESENTATION & DEMONSTRATION BUILDER

“I can turn ideas and work into a clear, confident, and engaging presentation that creates audience impact.”

Therefore, the capability progression becomes:

**PURPOSE → PLAN → EXCHANGE → COMMUNICATE → ACT →
COORDINATE → ORGANIZE → COLLABORATE → PRESENT**

And the deeper development is:

**MY PURPOSE → MY PLAN → OUR INFORMATION → OUR
COMMUNICATION → OUR ACTION → OUR WORK → OUR DECISIONS
→ OUR IDEAS → AUDIENCE IMPACT**

This gives **Metro Station 14** a distinct identity. It is not simply a lesson about “*Presentation English*.” It is the point at which students learn to **transform what they know, create, and decide into professional communication that other people can understand, remember, and act upon.**

