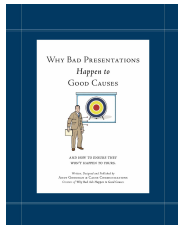


## When Presenting, Observe the Platinum Rule

Effective presentations give your audience what they want in the way *they* want to absorb it, which is why we're firm believers in The Platinum Rule of Presenting: "Present unto others as they would have you present unto them." But how do you know precisely what audiences want? Fortunately, we asked on your behalf – twice!



In 2006, we conducted unprecedented research across North America, surveying 2,501 professionals at nonprofits, foundations, government agencies, colleges and universities, and mission-driven businesses. We asked them to talk about in-person presentations: what works, what doesn't, and why. The results were published in our groundbreaking book, [\*Why Bad Presentations Happen to Good Causes\*](#).

In 2020, when almost all presenting moved online due to the pandemic, we updated our research, gathering the newest best practices from over 4,400 respondents in the US and Canada. We published those findings in our report, [\*Unmuted: What works, what doesn't, and how we can all do better when working together online.\*](#)



You can download both of these publications [here](#) and see all the results for yourself, but we've also combined the learnings from both reports in a new two-hour course. "The Platinum Rules of Presenting" will take you through 10 audience-driven rules that can help you become a more effective presenter whether you're working face-to-face or screen-to-screen. Course curriculum includes:

- Top-line research results from both reports
- Audience-driven guidelines for structuring your presentation
- Tips for slide design
- Adapting presentations and delivery specifically for virtual audiences

Our first session of the webinar version is scheduled for October. Click below to register.

## Now You Can Dig Into 20+ Years of Learning

In September, we will be launching the *Do Good Better Blog* on our website. Our aim with the blog is first and foremost to continue bringing you the latest best practices and resources for public interest communications.



We'll begin hosting this newsletter on the blog, giving you more options for reading *free-range thinking*, and we also can't wait to share our new "In Case You Missed It" column which takes the best of our best practices from 23 years of *free-range thinking* and not only make them easier to find, but adds context for the most current challenges in public sector communications.

We hope you'll find the *Do Good Better Blog* to be a useful resource and one more way The Goodman Center helps you do good better!

*Upcoming online classes at The Goodman Center*

TELL STORIES	RUN MEETINGS	GIVE PRESENTATIONS
<b>Storytelling: Tapping the Power of Narrative</b>	<b>Meetings for People who Hate Meetings</b>	<b>NEW The Platinum Rules of Presenting</b>
Sept. 8, 15, 22 & 29 9am - 10am PT	September 21 & 23 11am - 12pm PT	October 4 & 6 11am - 12pm PT

## About Us

*free-range thinking* is written by Kirsten Farrell and edited by Andy Goodman. To read back issues, download free publications, and to learn more about our work, please visit [www.thegoodmancenter.com](http://www.thegoodmancenter.com).

To reach the Goodman Center directly, please call (323) 272-4737 or send an email to [andy@thegoodmancenter.com](mailto:andy@thegoodmancenter.com) or [kirsten@thegoodmancenter.com](mailto:kirsten@thegoodmancenter.com).

To subscribe to this newsletter, [click here](#).



The Goodman Center | Website

