

# Prepare your purpose

**Inform:** If your main goal is to provide factual information, explain a concept, or share knowledge with your audience without necessarily trying to change their opinions or attitudes, then the purpose of your presentation is to inform.

**Persuade:** If you aim to convince your audience to adopt a specific viewpoint, take a particular action, or change their beliefs, attitudes, or behaviors, then the purpose of your presentation is to persuade.

**Educate:** If your objective is to teach your audience new skills, expand their knowledge base, or enhance their understanding of a topic, then the purpose of your presentation is to educate.

**Entertain:** If your primary aim is to engage and amuse your audience, make them laugh, or create an enjoyable and memorable experience for them, then the purpose of your presentation is to entertain.

**Motivate/Inspire:** If you intend to inspire and uplift your audience, boost their morale, encourage them to achieve their goals, or ignite their passion and drive, then the purpose of your presentation is to motivate or inspire.

# Determine your purpose

## Presentation Purpose Checklist

Who is your primary audience?

- A. General public
- B. Potential clients or customers
- C. Colleagues or peers
- D. Stakeholders or decision-makers

What is the desired outcome of your presentation?

- A. Share information and facts
- B. Influence opinions or decisions
- C. Teach new concepts or skills
- D. Engage and entertain the audience
- E. Inspire action or motivation

What tone do you want to set for your presentation?

- A. Informative and factual
- B. Convincing and persuasive
- C. Educational and instructional
- D. Light-hearted and entertaining
- E. Inspirational and motivational

What is the main message you want your audience to remember?

- A. Key information or data points
- B. Compelling arguments or reasons
- C. Practical tips or knowledge
- D. Memorable stories or anecdotes
- E. Empowering call to action

# Determine your purpose

## Answer Key:

For each question, assign the following points:

A = 1 point

B = 2 points

C = 3 points

D = 4 points

E = 5 points

## Scoring:

Add up the points for all questions to determine the dominant purpose of your presentation:

5-7 points: Inform

8-10 points: Persuade

11-13 points: Educate

14-16 points: Entertain

17-20 points: Motivate/Inspire

# Motivations

Office of the President or Chancellor:

Making a lasting impact on the university and its community.

Advancing the university's reputation and standing in the academic world.

Leading and inspiring others towards a shared vision of excellence.

Provost or Vice-Chancellor for Academic Affairs:

Fostering a love for learning and education.

Empowering faculty and students to reach their full potential.

Enhancing the academic reputation and achievements of the university.

Finance and Administration:

Ensuring financial stability and responsible resource management.

Supporting the university's mission through effective administration.

Providing efficient services that enable other units to function smoothly.

Student Affairs:

Supporting students' personal and academic growth.

Creating a positive and inclusive campus environment.

Making a meaningful impact on students' lives and success.

# Motivations

## Research and Innovation:

Advancing knowledge and making significant discoveries.

Contributing to scientific and societal progress.

Collaborating with other researchers and institutions to drive innovation.

## Development and Alumni Relations:

Cultivating relationships with donors and alumni to support the university's mission.

Enabling philanthropic contributions that enhance programs and opportunities.

Building a strong network of support for the university's long-term success.

## Information Technology:

Enabling efficient use of technology for teaching, learning, and research.

Providing reliable and secure technology infrastructure.

Solving complex technical challenges to support the university community.

## Marketing and Communications:

Promoting the university's achievements, programs, and impact.

Enhancing the university's brand reputation and visibility.

Engaging with stakeholders to build a positive image of the university.

# Emotions

Office of the President or Chancellor:

Confidence: Providing a sense of assurance and vision for the university's future.

Responsibility: Bearing the weight of leadership and decision-making for the entire institution.

Inspiration: Fostering a sense of purpose and motivation among the university community.

Provost or Vice-Chancellor for Academic Affairs:

Passion: Fostering a deep love for learning and academic excellence.

Intellectual Curiosity: Encouraging exploration and discovery in the pursuit of knowledge.

Empathy: Understanding the diverse needs and aspirations of students and faculty.

Finance and Administration:

Stability: Providing a sense of financial security and stability for the university.

Pragmatism: Approaching challenges with practicality and resourcefulness.

Accountability: Upholding integrity in financial management and administrative practices.

Student Affairs:

Empathy: Nurturing a deep understanding of students' emotional and developmental needs.

Compassion: Providing support and care for students facing various challenges.

Enthusiasm: Fostering a vibrant and inclusive campus environment.

# Emotions

## Research and Innovation:

Curiosity: Fostering a spirit of exploration, creativity, and intellectual inquiry.

Resilience: Embracing setbacks as stepping stones to innovation and progress.

Awe: Encountering moments of wonder and inspiration through groundbreaking discoveries.

## Development and Alumni Relations:

Gratitude: Cultivating a deep appreciation for the generosity and support of donors and alumni.

Connection: Fostering meaningful relationships and camaraderie within the university community.

Optimism: Inspiring hope and belief in the potential for positive impact through philanthropy.

## Information Technology:

Adaptability: Navigating rapid technological changes with flexibility and resilience.

Problem-Solving: Approaching technical challenges with creativity and analytical thinking.

Reliability: Providing a sense of security and trust in maintaining technological infrastructure.

## Marketing and Communications:

Creativity: Expressing ideas and messages through innovative storytelling and visual communication.

Empowerment: Inspiring pride and enthusiasm for the university's achievements and initiatives.

Authenticity: Cultivating genuine connections through transparent and compelling communication.

# Strategy

Office of the President or Chancellor:

- Strategy: Provide regular updates on auxiliary service initiatives, budget considerations, and operational impact on the university's mission.
- Tone: Emphasize the role of auxiliary services in supporting the university's strategic goals and enhancing the campus experience.
- Medium: Engage through executive briefings, official reports, and strategic planning sessions to align auxiliary services with the university's vision.

Provost or Vice-Chancellor for Academic Affairs:

- Strategy: Communicate the impact of auxiliary services on academic programs, student experience, and campus facilities.
- Tone: Highlight the collaborative opportunities to enhance the academic environment through auxiliary services.
- Medium: Engage through academic forums, facility planning committees, and collaborative meetings to align auxiliary services with academic needs.



# Strategy

## Finance and Administration:

- Strategy: Share financial updates related to auxiliary service budgets, revenue streams, cost-saving measures, and compliance considerations.
- Tone: Emphasize the financial stewardship of auxiliary services and their contribution to the university's overall financial health.
- Medium: Communicate through financial reports, budget presentations, and administrative meetings to ensure transparency and alignment with financial goals.

## Student Affairs:

- Strategy: Communicate the role of auxiliary services in supporting student life, campus amenities, dining options, and residential facilities.
- Tone: Prioritize student well-being, convenience, and satisfaction in auxiliary service communications.
- Medium: Engage through student feedback sessions, residential life meetings, and student-focused events to address student needs and preferences.

# Strategy

## Research and Innovation:

- **Strategy:** Highlight the role of auxiliary services in supporting research facilities, technology infrastructure, and innovation hubs on campus.
- **Tone:** Emphasize the contribution of auxiliary services to creating a conducive environment for research and innovation.
- **Medium:** Communicate through research facility tours, technology showcases, and collaboration meetings to align auxiliary services with research objectives.

## Development and Alumni Relations:

- **Strategy:** Communicate the impact of auxiliary services on campus experiences, donor recognition initiatives, and alumni engagement opportunities.
- **Tone:** Highlight the role of auxiliary services in creating a welcoming environment for donors, alumni, and visitors.
- **Medium:** Engage through donor appreciation events, alumni facility tours, and development partnership meetings to foster positive relationships through auxiliary services.

# Strategy

## Information Technology:

- Strategy: Share updates on technology infrastructure supporting auxiliary services, cybersecurity measures, and IT support for service delivery.
- Tone: Emphasize the critical role of technology in enabling efficient auxiliary service operations.
- Medium: Communicate through technology planning committees, IT security briefings, and service delivery enhancement meetings to ensure seamless integration of technology with auxiliary services.

## Marketing and Communications:

- Strategy: Collaborate on marketing campaigns highlighting auxiliary service offerings, campus amenities, and service enhancements.
- Tone: Emphasize creative storytelling to promote auxiliary services and engage the university community.
- Medium: Engage through joint marketing initiatives, branding workshops, and communication planning sessions to align marketing efforts with auxiliary service objectives.