



Hochschule Kempten  
University of Applied Sciences

# Fundamental Rights of the Listeners





The participants know the rights of the listeners

The participants develop concrete instructions for the preparation of their presentation in the coming semester on the basis of fundamental rights.



**„Die Zeit ist kurz – die Kunst ist lang“**

**Goethe: Faust, der Tragödie erster Teil**



Gene Zelazny:

Director of Visual Communications bei McKinsey &  
Company

"Rights of the Listeners"



The audience's right to know what the presenter wants them to do or think when the presentation is over

The right to know the reasons for their involvement

The right to time well spent



The right to contribute to intellectual content and share in the outcome

The right to be treated kindly and courteously

The right to be taken seriously and noticed

The right to honesty when the speaker doesn't know the answer to my questions

The right to vote with your feet and walk out of the room if the presentation is lousy

The right to know in advance how long the presentation will last



The right to know in advance how long the presentation will last

The right to a punctual start and punctual end of the presentation so that my own schedule is not jeopardized

The right to expect breaks now and then, and not just for biological needs

The right not to waste my precious time



The right to know where the journey is going and how the presentation is structured

The right to know important information at the outset

The right to read the most important content

The right to know what arguments the speaker uses to justify his position and what facts this argument is based on

The right to factually correct and complete content



The right to read any word  
on any chart from any  
seat without having to  
use opera glasses

The right to look at the  
charts until I understand  
them

The right to an  
explanation of  
complicated diagrams

The right to disclosure of  
sources



The right to interrupt the presentation for discussion to allow the group to reach a common understanding

The Right to Prioritize Disorders

The right to ask questions at any time and to expect answers to those questions,

The right to expect help with difficult tasks



The right to hear the  
speaker from the back  
row

The right to let the  
presentation affect me  
without being distracted  
by wild gestures

The right to see the  
speaker's face and not  
the back of his head...

The right to enjoy the  
presenter's humor

The right not to be bored  
by a lack of emphasis



The right to get a clear overview of the content discussed

The right to be able to read this content again later

The right to leave the room feeling that something worthwhile has been accomplished

The right to (also) give (negative) feedback



What does that mean?

How do audience rights affect your presentation?

What do you have to do to be fair to the audience?

Be specific!



Why are you giving the presentation?

Who do you want to convince of what?

How much time do you have?

Which media are best?



Zelazny, Gene: Das Präsentationsbuch, Campus Verlag GmbH, Frankfurt/M., 2009