

1 AUDIENCE ANALYSIS

- What do they know about you and the topic?
 - What do they care about?
 - What are they afraid of? What are their risks?
 - How would they benefit?
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2 SET OBJECTIVE

- What do you want the audience to Think, Feel, and Do differently after your presentation?
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3 DEVELOP PERSUASIVE MESSAGES

STATEMENT → IMPACT → EVIDENCE → RELEVANCE

So what? 7 Types of Evidence and Key Motivators to Support your Points

4 STRUCTURE



5 BUILD VISUALS

- 1 Keep it simple
 - 2 One design theme
 - 3 More pictures less words
 - 4 Integrate don't duplicate
 - 5 Don't bury the headline
 - 6 Avoid cliches
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6 EDIT

- Edit for time and impact
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7 REHEARSE

- Rehearse out loud. Always.
 - Target unintended memorization
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8 DELIVER

Dress & grooming	Posture & handshake	Words & language	Attitude & energy
Gestures	Movement	Voice	Eye contact

9 REFLECT

- Did well? Do better?
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MINDSET

- | | | |
|--|--|------------------------|
| 1 Everything is a presentation | 2 It's not about you, it's about them | 3 Be genuine |
| 4 Think of it as a conversation | 5 Make it emotional | 6 Style matters |
| 7 Preparation & practice | 8 Let go of the outcome | |

KEY MOTIVATORS

- | | | | |
|-------------|---------------------|----------------|--------|
| Money | Time | Risk avoidance | Status |
| Achievement | Making a difference | Enjoyment | |

EVIDENCE TYPES

- | | | | |
|--------------------|----------------|--------------|--------------|
| Facts | Demonstrations | Case study | Testimonials |
| Analogy & metaphor | Examples | Hypothetical | |

COMMUNICATION STYLES

