

6 Step Presentation Prep

1 What problem(s) do these people face? **

1. What do I know about who I'm talking to?
2. What response do I want these people to have?
What kind of conversations do I want people to be having after they've heard me speak?
3. What are these people likely to be bringing with them?
What might they be thinking about the presentation before it even begins?
What about when they know that it's you delivering it?
What might they be thinking as you introduce each of your points?
What objections/questions would they have if you just told them straight out to do what you want them to do?
How might the context and environment of your presentation affect them?
What would your worst critics be thinking as you talk?
Get really clear about any objections, questions and concerns people could have. Make a BIG list.
4. What's important to these people?
Look at your answers to Question One.
What's important to these people in all their different roles?
What do they urgently need? What do they desperately want to avoid?
How is what you're talking about relevant to them?

3 What's my core message? ***

Find the core; wring out until compact essence; generative metaphor or analogy- something easy to think about for something hard. "If they take nothing else from my talk, they must... The single most important thing is..."

2 How do I want to impact/help? From-To Think-Do*

	FROM	TO
THINK	What are they thinking now?	What should they think after your presentation?
DO	What are they doing - or not doing - today?	What should they start doing - or stop doing - after your presentation?

4 Add elements to best communicate core message ***

Unexpected: break a pattern; open gaps; close w/info; what's counter intuitive re core message? why isn't it happening already?

Credible: local detail, human scale; falsifiable claim; make it there, make it anywhere

Concrete: no abstraction; no expertspeak; elaborate each key idea w/concrete example, words, image, etc.

Story: metaphor; complication/resolution/example; if time see 7 basic plots

Emotion: what do these people care about? Link to it.



5

Storyboard

START (~1 slide per minute; 45 minutes=45 slides max; think (mostly) news cast: speakers' the focus w/visuals supporting)

(the problem(s) from
your perspective are...)

(what I'm talking w/you about
helps solve problem(s) by...)



FINISH

(recap & make it easy to act)



6

Slide Check*

Before making: Can I write a 1-sentence summary of main message for each? Will message be solidly supported by info and details on slide? Will message be new to my audience? Interest my audience? Is it important for my audience to know?

Making: only duplicate my speech on slide if specific fact or name; unfamiliar concepts need graphic (reserve bullets for lists); color to highlight; animate to reinforce. See Abela's chart guide. Squint test: get gist w/o reading text?

After making: Does the layout reinforce main message on each? Each has title? Title reinforces main message? All elements reinforce main message? Lots of relevant detail? Are elements road mapped to guide the eye in order (e.g., numbers, left to right)? Data sources identified?