

Presentation Planner

Step 1: Craft your key informative or persuasive message.

An informative key message is the most important point you want your audience to remember.

A persuasive key message is the action you want them to take.

Express your key message in one succinct sentence. Everything else in your presentation will support your key message.

Step 2: Identify your audience's questions.

What top three questions will your audience have once you've stated your key message?

The body of your presentation will address these three questions. So...the questions form the structure of your presentation.

Step 3: Write assertions.

Assertions will answer the audience's questions. Each assertion must be a complete sentence and represents one main point in the body of your speech. You can have more than one assertion for each question.

Step 4: Back-up (support) each assertion.

Each assertion must be supported by evidence or an explanation, such as: example, statistics, endorsement, and explanation.

Step 5: Set the scene.

This is the beginning of your presentation. When you set the scene, you should provide enough information for your audience to understand what's coming next and build their anticipation for the rest of the presentation.

Answer the following questions at the beginning of your presentation: What are you going to talk about? Why is this of interest to me? Why are you in particular talking about it?

Step 6: Add signposting.

Signposting helps the audience follow your presentation. Flags draw attention to what you are about to say next.

A preview prepares your audience for the information you will cover.

Transitions help your audience move with you from one assertion to the next.

A summary helps cement the points you've made through recapping the important information.

Step 7: Design your PowerPoint slides.

Prepare assertion evidence slides. Create a slide for each assertion. Include the assertion at the top and then include visual evidence to support that point.

Prepare key message slides.

Prepare preview and summary slides.

When you don't need a slide, show a black slide.