

# How to Write, Structure & Prepare a More Effective Presentation in Half the Time

*with George Torok*

“If the speaker sends a message that the receiver does not understand – then who needs to change?”

*George Torok*

## **Structure – Content – Delivery**

### **1. Where do you start?**

What is your purpose?

What do you want people to \_\_\_\_\_, \_\_\_\_\_ or \_\_\_\_\_?

Your presentation is a success when people \_\_\_\_\_, \_\_\_\_\_ or \_\_\_\_\_

### **2. Who is your audience?**

Needs, wants, concerns, pain

### **3. How will you address them?**

## What type of presentation?

### 1. Persuade

Result

Key question

You are \_\_\_\_\_, you could be \_\_\_\_\_

### 2. Report

Result

Key Question

We are \_\_\_\_\_

Group \_\_\_\_\_

### 3. Teach

Result

Key Question

Here are your \_\_\_\_\_

Always include a call to \_\_\_\_\_

## Structure

**1. Question & Answer** - Persuade Report Teach

**2. Story** - Persuade Report Teach

**3. Pros / Cons** - Persuade Report Teach

**4. Chronological** - Persuade Report Teach

**5. Three – Five Points** - Persuade Report Teach

How to write three – five points

1. Be clear on your \_\_\_\_\_
2. Write your \_\_\_\_\_
3. List five points as the body
4. Review the points and \_\_\_\_\_
5. Write your \_\_\_\_\_

Finally edit for flow and transitions

Do not use the \_\_\_\_\_ method

Problem > Theory > Process > Results > Conclusion

However you might use the doctor method

Problem > \_\_\_\_\_ > \_\_\_\_\_

## **Presentation Building Blocks**

### **Your presentation balanced meal plan**

Meat

Potatoes

Vegetables

Spice

### **Building Block formula**

Point + Support + Context + Color then Transition

### **Phrases**

The point is

What that means to you

What has changed is

Why should we change

The facts are

It looks like

The challenge / opportunity is

The danger / risk is

We need to consider

How this affects us

Here's what we can do

Here's what I know

Here's what I believe / hope / fear

Your choices are

Here's how you can

Think about

Imagine

How would you feel

There are x parts to this plan

### **How to capture your thoughts and organize them**

Flip chart

Mind Map – Mindomo.com Mindmeister.com

Note Cards

Email

Speak & record

Interview

### **How to Prepare**

Summarize your presentation in \_\_\_ words

Be willing to leave something out

Write presentation then reduce to point form

Rehearse on your \_\_\_\_\_ three times

Rehearse your \_\_\_\_\_ and \_\_\_\_\_ separately

Replace problem words

Prepare saver lines

Take your notes – use note card

Focus on \_\_\_\_\_ not \_\_\_\_\_

### **Feedback**

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