

Audience Profile

Who are you speaking to? What's the occasion?

Which audience members will be making the decision to accept your recommendation?

What is the audience's level of expertise?

The key decision maker and influencers have strong familiarity with my subject and the terminology I plan to use.

Mixed. A few people in the room know all about my topic, but it's new for many.

I'm describing a new idea in a subject area that the key decision maker and influencers are not familiar with.

Audience Profile

What are some specific problems, concerns, or issues faced by the audience? What's on their mind?

If possible, interview one or more of the audience members well before your speech. Find out what's going on in their world. What are they worried about? Have there been recent developments that have changed the landscape? Not all of their concerns will relate directly to the subject of your presentation. List them anyway. (If you can't talk to an audience member beforehand, put yourself in their shoes. Based on what you know about their situation, what are their most important concerns?)

What type of presentation are you giving?

Persuasive. After listening to the speech, I want the audience to take an action, make a decision, change their opinion, or actively support a decision that's already been made.

Informative. The speech will merely communicate a few points to the group. I don't expect the listeners to take a specific action as a result of my presentation.

Most speeches are persuasive! See page 19 of the Tutorial for more about persuasive vs. informative presentations.

Introduction: POW! statement & Setup

Write your POW! statement: one to three sentences that will catch their attention and make them want to listen.

IDEAS: Ask a question – Give a statistic – Give a quotation – State a startling fact
Make an original observation – Frame an old issue in a new way - Ask them to use their imagination

Write your Setup: draw the audience in and frame your presentation with background and context.

Refer back to your *Audience Profile* to remind yourself of the concerns faced by your audience. Tell a story or relate an anecdote that connects with the subject of your speech. Explain the general circumstances familiar to your audience which relate to your recommendation. Describe the context of the event that has brought the audience together. Why is everyone there listening to you?

continue on the back if necessary

Summary

Repeat your Setup

Repeat your Recommendation or Topic & Agenda Items

Repeat the Benefits

What is the action step the audience should take?

If the audience accepts your recommendation, what's their next step? How do they get started? Explain the specific short-term action you want the audience to take: schedule a kickoff meeting, sign an agreement, vote on a certain date.
