**Delivering an inspirational message**

**How to use this template:** Run through the steps in this template. Keep the steps in mind in all of your interactions, whether it is a presentation to a room full or people or a one to one discussion with a parent.

Even if you are doing a formal presentation, aim to make this a conversation wherever possible because your audience will have a maximum 20-minute attention span. Find ways to interact and keep them engaged.

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| **Who are your audience** | [Be as specific as possible about who you will be speaking to] | | | |
| **What do you know about them?** | [The more you know about your audience, the more you can tailor your message to them. You need to be in tune with what people are interested in so you can appeal to this and make your message relevant] | | | |
| **Your audience outcome** | **Think**  [What one thing do you want your audience to think after you have delivered your message] | **Feel**  [What one thing do you want your audience to feel after you have delivered your message] | | **Do**  [What one thing do you want your audience to do after you have delivered your message] |
| **Your singular outcome** | [If you could achieve just one thing with this communication then what would it be?] | | | |
| **What environment do you want to create?** | [Consider where people may have come from and their state of mind. They may have rushed from work and feel harassed or are overloaded with lots on their minds. Take some time to make the environment comfortable and provide things like a drink or even a biscuit to create a different starting point. What about even using music to set the scene?] | | | |
| **How will you appeal to different types of people?** | **Different ways of learning** (auditory, visual, kinaesthetic)  [Can you use visuals or ask people to go through an experience to appeal to different learning types?] | | **Different preferences for energy** (Introverts/extroverts)  [Introverts may prefer to have information prior to the event | |
| **How will you open?** | [Find a positive and immediate way to grab attention or build rapport. Share a surprising fact, ask a question, ask for a show of hands, have some fun around a topical event.] | | | |
| **Your first point** | Your message  [Identify your first message to achieve your singular outcome] | | Your evidence to support this  [Can you share facts or a story to bring this to life and make it real?] | |
| **Your second point** | Your message  [Identify your second message to achieve your singular outcome] | | Your evidence to support this  [Can you share facts or a story to bring this to life and make it real?] | |
| **Your third point** | Your message  [Identify your third message to achieve your singular outcome] | | Your evidence to support this  [Can you share facts or a story to bring this to life and make it real?] | |
| **The close** | [Bring what you have said to a logical close and succinctly remind your audience what you said. This is the time to remind them of specific actions and next steps. And of course, ask for questions to check their understanding if you haven’t already.] | | | |

Now find out how you did. Ask friendly faces for their feedback and build on learning for next time.