

SPEAKER CREDIBILITY

SITUATION

What do you want as a result of this presentation?

1.

2.

3.

AUDIENCE ANALYSIS

Perspective

Priorities,
values,
expectations

Demographics

Roles,
background,
experience

Situational

Challenges,
timing,
responsibility

AUDIENCE ALIGNMENT

Perspective	Demographic	Situational

AUDIENCE BARRIERS

Perspective	Demographic	Situational

AUDIENCE SENSITIVITY

RISK: PERCEIVED IMPACT

RISK: TRUE IMPACT

RISK ACKNOWLEDGEMENT STATEMENT

OBJECTION FRAME

PRIMARY OBJECTION

OBJECTION RESPONSE

1.

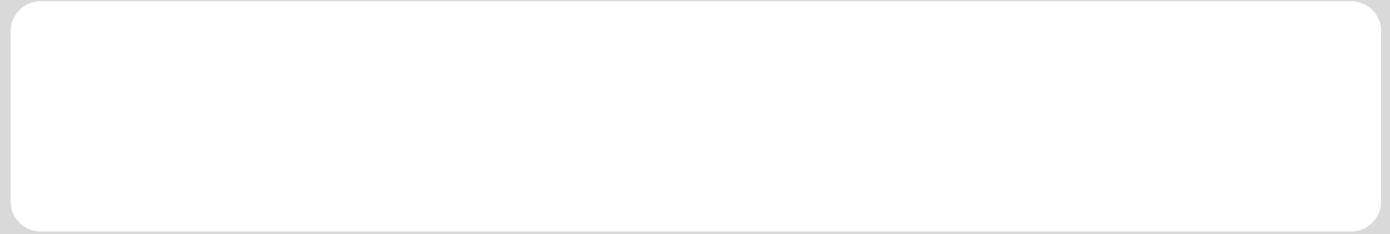
2.

3.

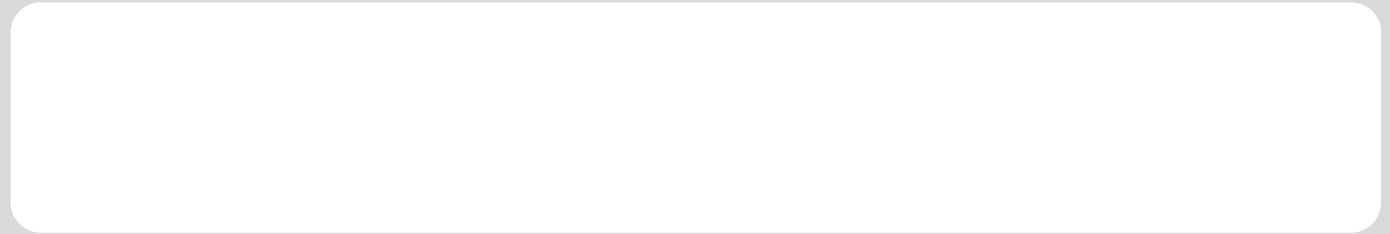
ANTICIPATED QUESTIONS

CONTENT PLAN

DECISION



WHY NOW?



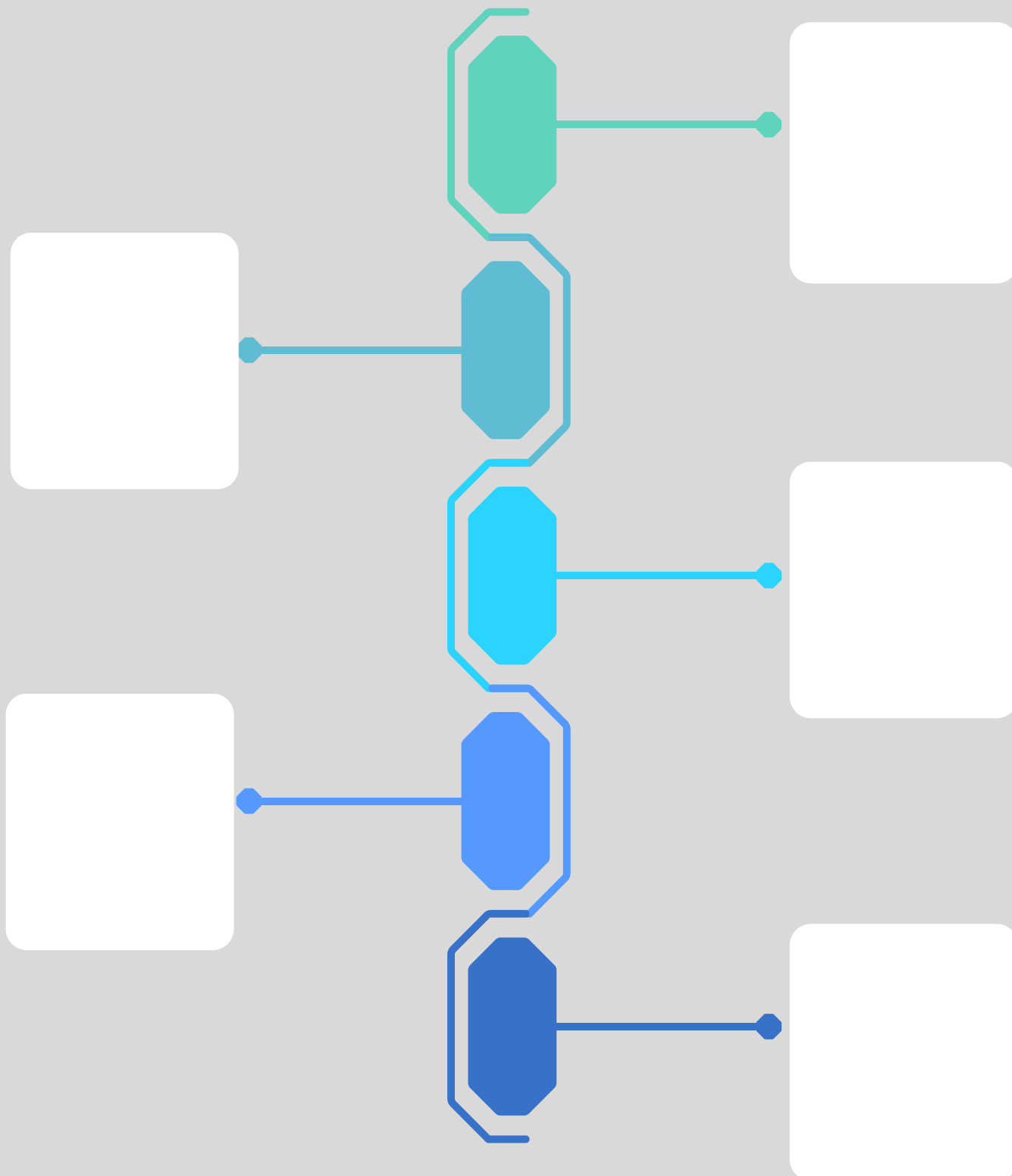
SITUATION & INSIGHT



PERSONEL FUNCTIONS



PRESENTATION TIMELINE



TIMELINE NOTES

MAIN POINT #1

Relevance of MP1:

Concise Sentence:

Support/Evidence:

Source:

Beneficiary:

What's At Stake?

Potential Rebuttal or Opposition

VISUAL AID - EVIDENCE - SUPPORT

MAIN POINT #2

Relevance of MP2:

Concise Sentence:

Support/Evidence:

Source:

Beneficiary:

What's At Stake?

Potential Rebuttal or Opposition

VISUAL AID - EVIDENCE - SUPPORT

MAIN POINT #3

Relevance of MP3:

Concise Sentence:

Support/Evidence:

Source:

Beneficiary:

What's At Stake?

Potential Rebuttal or Opposition

VISUAL AID - EVIDENCE - SUPPORT

INTRODUCTION OUTLINE

Hook:

Relevancy:

Credibility:

Preview of Main Points:

1.

2.

3.

CONCLUSION OUTLINE

Signal Ending:

Relevancy Reminder:

Summary of Main Points:

1.

2.

3.

EQUIPMENT/ASSETS

SLIDE DECK STORYBOARD

Below are the primary content and support slides. (This is not the entire slide deck.)

Title Slide

Introduction

Main Point 1

Main Point 2

Main Point 3

Conclusion