

Planning tools for developing your next presentation



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Worksheet 1. Audience profiling tool

Use this worksheet to identify some key audience characteristics. Tick the most likely to be in attendance.

Audience background

End-users	Industry group	Government agency	Community group	Researchers	Other

Predominant age-group

School age	20-30	30-40	40-50	50-60	60+

What are *their* top three concerns or worries?

1. _____

2. _____

3. _____

What are *their* top three concerns *in relation to the topic* of your presentation?

1. _____

2. _____

3. _____

What personal benefit will they get from listening to you? (WIIFM)

What can you do to assist them?

Worksheet 2. Identifying your presentation purpose and outcomes

What *topic* does your presentation cover?

What's the *purpose* (overall aim) of your presentation?

What are the three *outcomes* (results) that the presentation needs to achieve?

i.

ii.

iii.

Worksheet 3. Key messages and Call to Action

Brainstorm the key messages that you want to get across to your audience

-
-
-
-
-

What's the *main take home message* you need to get across? (i.e. What's the *main thing* you want them to *remember* three days later?)

What action do you want them to take as a result of attending your presentation?

Worksheet 4. Chunking your presentation

Use this worksheet to divide the content of your presentation into three core chunks.

WHAT (10%)

What was the aim of your research/project?

How was it undertaken?

SO WHAT (70%)

What were the key research/project outcomes of relevance to the audience?

What benefits or value it has delivered?

What does this mean to the audience?

NOW WHAT (20%)

How can this research/project be used?

What needs to happen now? (What's the call to action?)

Worksheet 5. The script of your presentation

PHASE 1 - WHAT (20% of your presentation)

Opening

- Establish rapport
- Highlight the topic
- Highlight relevance/value to listener

Establishing rapport – linking to the audience and topic

What key thing do you know about them or their local area in relation to the topic?

OR

What story do you have about them, the area or the topic?

OR

What links you to the target audience, the local area or the topic?

Establishing rapport – getting to know you. What makes you ‘qualified’ to talk on this topic?

Skills

OR

Experience

OR

Role

Highlight topic

- State data, facts or statistic

Some initial data, facts or statistic

Relevance/solution of the topic

- Identify the 'pain' that the audience may have
- Identify one 'solution' that you may have for them

Some pain the audience may have

One solution that you can offer

What was the aim of your research/project?

How was it undertaken? (Very brief description)

PHASE 2 – SO WHAT (60% of your presentation)

What were the key research/project outcomes of relevance to the audience?

What benefits or value it has delivered?

What does this mean to the audience?

Key messages

List your key messages relating to the broader benefits delivered by the project or those of specific value to the audience.

- 1.
- 2.

PHASE 3 – NOW WHAT (20% of your presentation)

Closing

Key messages to reinforce

Call to Action

Thank you and questions

Worksheet 6. One page summary of your presentation

What are the key messages that you want to get across to this audience?

What's the main take home message you need to get across?

What action do you want them to take as a direct result of your presentation?

Worksheet 7. Peer feedback sheet – Presentations with Impact

Name: _____

Presentation: _____

Strengths	Areas for further improvement

By now you can that these simple and practical tools will help you be clear about what you want to communicate, what it means to your target audience and what you want them to do as a result. For further in-depth assistance [contact Andrew Huffer](#) to make sure your presentation delivers the goods.