

PARTICIPANT WORKBOOK



Use this for Week One

DESIGN & DELIVER PRESENTATIONS



T A B L E O F C O N T E N T S

ORGANIZING YOUR CONTENT

Audience - Purpose - Outcome	2
Communication Outline	3-4
Open - Body - Close	5-7

CRAFTING YOUR STORY

Three Elements of Your Story	8
The Key Message	8
When to Tell Your Story	8
Breaking Down Your Story	9

WORKSHOP PLANNER	10
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AUDIENCE

Who are they?
What's important to them?
Why did they come?
What keeps them awake at night?
How can you help them?
How might they resist?
Where do we agree?
What misconceptions do they have?
What do they need to know?



PURPOSE

W.A.I.T.

Why Am I Talking?

Educate, Emphasize, Prove,
Explain, Justify, Motivate,
Entertain, Convince, Welcome, etc.



OUTCOME

By the end of my presentation, my audience will...

Know...
Think...
Feel...
Act...
Believe...
Agree...

COMMUNICATION OUTLINE

The reason for communicating with... (Audience)...
is to... (Purpose)... so they... (Outcome).

What do they need to know?

- 1.
- 2.
- 3

Why should they care?

- 1.
- 2.
- 3

What is your message in one sentence?

COMMUNICATION OUTLINE



Schreiber
Training &
Consulting

Communication Outline

Title:

Audience:

Purpose:

Outcome:

Question Handling:

Top Three Topics:

Key Topic # 1:

- 1st Supporting Point
- 2nd Supporting Point
- 3rd Supporting Point

Story:

- Characters
- Conflict
- Resolution
- Key Message

Summary:

Call to Action:

OPEN

- **Exec Summary** - You said you're dealing with, or looking for, or experiencing, or wanting to find out about. Today I'll be presenting....
- Media reference, quotations, powerful stat/fact
- Humor - not a joke, always self-deprecating
- Story
- Shocking claim
- Make a confession
- Use the word "imagine"
- Rhetorical questions
- Tell a historical anecdote
- Image that sets tone
- Song-Movie-Book
- Demonstration or prop
- **Transition to Start**
 - "You're probably ready to get started".
 - "I trust your curiosity is sparked."
 - "How many are ready to get started?"

BODY

Key Topics - Three Things They Need to Know

Supported by:

- The Power of 3
- Ordered for impact
- Using Logos-Ethos-Pathos

Transition Between Topics

- Numerical
- Extended Pause (Breathe)
- Last word - first word
- Rhetorical Question
- Direct Response Questions

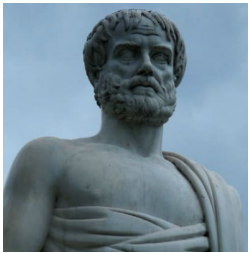
Example: One Topic & Three Supporting Points

- Engaged audiences remember more.
 - ▶ If you don't get people's attention, you can't expect them to remember.
 - ▶ I've presented in every state. The truth is, it's not what you say, it's how you say it that sticks.
 - ▶ At one presentation, a lady doing needle point told me something I'll never forget.

CLOSE

- Don't end with questions - take back control
- Signal end is near
- No apologies - direct, concise, with clear CTA
- Conclude - don't include
- Summarize key points - remember power of three
- Reconnect to theme
- Leave them smiling

2400 Year Old Advice



Tell them what you're going to tell them.

Tell them.

Tell them what you just told them.

Aristotle

Three Elements of Your Story

- Characters - Villians & Heros
- Conflict - What's at stake and how characters react.
- Resolution - Winners & Losers

The Key Message

- Forrest Gump
- Wall Street
- Shawshank Redemption

When to Tell Your Story

- When you open your presentation.
- When you deliver the body of your presentation.
- When you close your presentation.

The Characters

The Conflict

The Resolution

The Key Message

MY WORKSHOP PLANNER

▶ INSIGHTS ABOUT MYSELF

▶ ACTIONS I CAN TAKE

▶ PREP