

PRESENTATION PLANNER

INTRO	WHAT?	WHY?	HOW?	OUT
<p>Hello! I'm...</p> <p>My experience...</p> <p>My passion...</p>	<p>So, what are we talking about? Well...</p>	<p>It matters because...</p>	<p>Things can be different if we...</p>	<p>Any questions?</p> <p>Final thought...</p>
<p>Let's get started!</p>				<p>Thank you.</p>

Five top tips for using the Presentation Planner:

1. Set the tone in the intro – how do you want the ‘audience’ to feel?
2. Be relatable right from the start – reference something you’ve experienced lately that you could refer to, that everyone would agree/disagree with? “I don’t know about you, but I’m fed up with XYZ!”
3. Link the chunks with ‘tell them what you’re going to say, say it, then tell them what you’ve just said” (Dale Carnegie)
4. Use ‘tag’ or ‘yes’ questions throughout. These are questions that are tagged on to a statement or comment that engage the audience and keep them interested – but don’t require an actual answer.

Without the tag, it’s a statement and can feel quite lecture-like:

“Reducing our carbon footprint is in the interests of our shareholders and our customers.”

With a tagged on mini-question, you get a different feeling about the information:

“Reducing our carbon footprint is in the interests of our shareholders and our customers, isn’t it?”

5. Embed Q&A *within* your time, so you get to finish clean and strong - and crucially, you leave the audience remembering your one big message or take-home piece of advice.