



Presentation Planner

For Leaders & Professionals



Your Blueprint for Better Presentations

2nd Edition

On behalf of the entire iSpeak team, thank you for downloading and using our Presentation Planner. We believe a better result begins with better communication! Use this planner to create a well-structured and well-delivered message. Remember, it's not just a presentation, it's an opportunity to improve.



How to use this planner:

Part 1:

Answer the six Preparation questions on page 3.

Part 2:

Develop your Message on pages 4-6 in the creation sequence that works best for you.

Part 3:

Use the checklists on page 7 to finalize your plan. Now, go rock your presentation!

PART ONE

Preparation

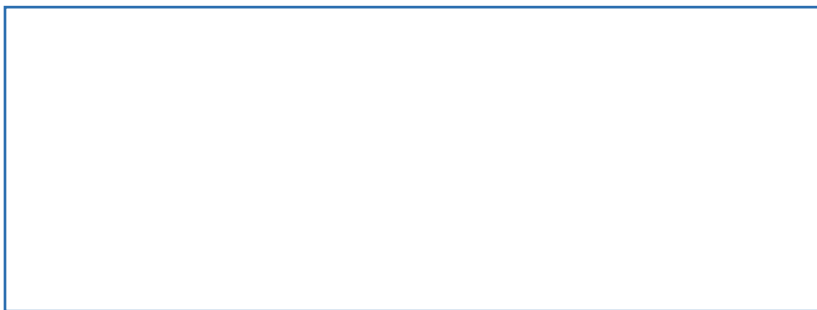
“Failure to prepare is preparing to fail.”

- Coach John Wooden, Former UCLA Basketball Coach

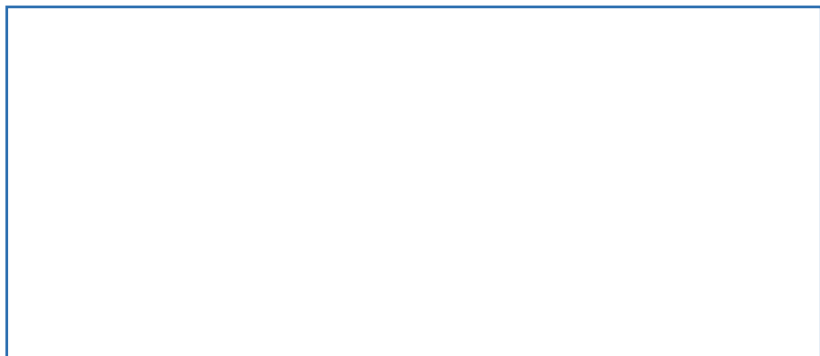
Presentation Purpose

Identifying the objective of your presentation early in the preparation process will help to focus your presentation development (introduction, supporting data, and closing) on applicable information that applies to why you are even speaking in the first place. Every effective presentation has a clear purpose. You should be able to identify in a single sentence specifically what your audience should know, feel, or do after listening to you. It should be a concise-but-detailed statement that defines your goal for the presentation.

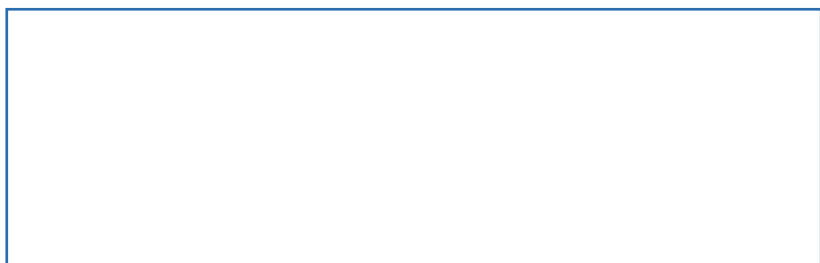
Know: What do I want the audience to understand, believe, or think about what I am proposing?



Feel: How do I want the audience to feel about this information? Inspired? Worried? Confident? How do I want them to feel about me? My company? My department?



Do: What action do I want the audience to take as a result of the presentation? What is their very next step?

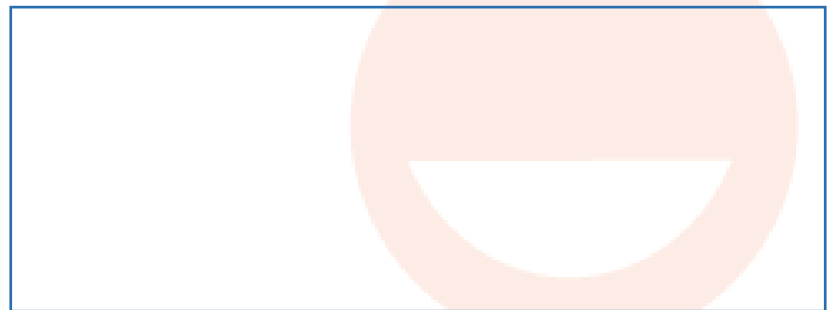


Presentation Time: How much time have I been allotted to present?

Audience Analysis

Analyzing your audience prior to developing your message helps you select a strong message structure, more appropriate supporting content, and the best delivery style for your audience. The best presentations start by answering a simple question, “When it comes to the topic I’m presenting, where is my audience today?” If you don’t know where your audience is today, you can’t really give them the best directions to a new destination. Answer the questions below to better define where your audience is located today.

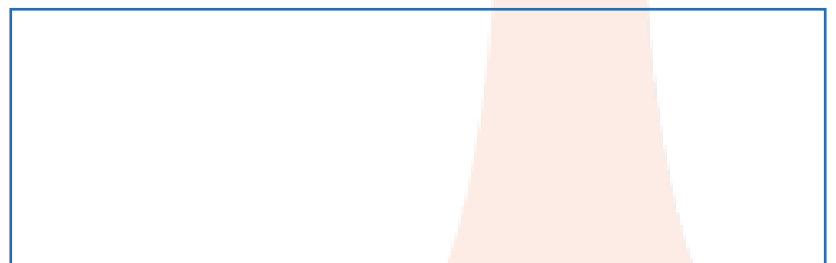
Who: Who will be in my audience? Are they composed of customers/prospects? What are their titles?



Know: How much do they already know about my subject? About me?



Care: How much does the audience care about my topic? How do they feel about this topic today?



PART TWO

Develop Your Message

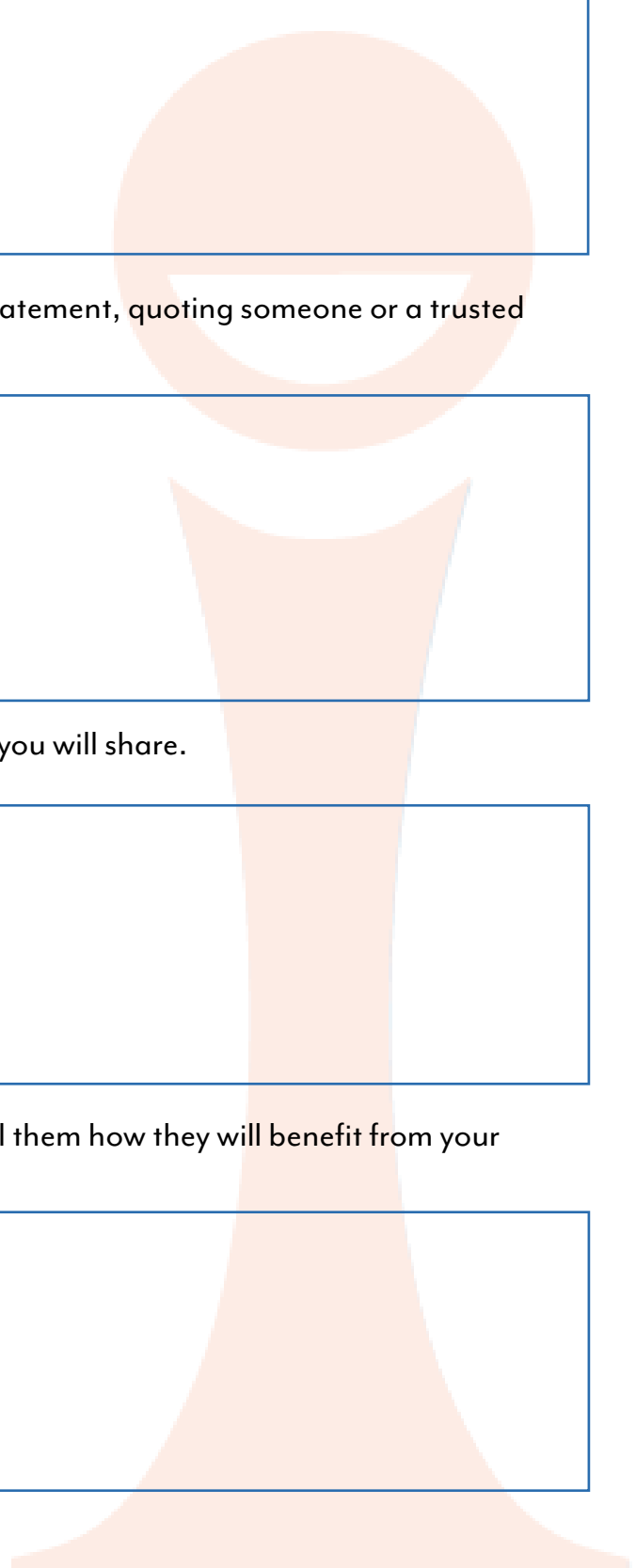
“Perfection is a direction, not a destination”

- Russ Peterson Jr., Author and Co-Founder of iSpeak

Opening your Presentation with CABA

Our proven method to start your presentation with power and engagement is with iSpeak's CABA model (Credibility, Attention, Body, and Audience). This model helps you establish your Credibility, gain their Attention, provide a preview of your message Body, and empathize with your Audience. *These four elements can be delivered in ANY order.*

Credibility: Establish your credibility. You can do this by sharing your experience or tell them how you prepared for today.



Attention: Get your audience's attention. You can do this by making a startling statement, quoting someone or a trusted source, posing a question, or telling a story.

Body: Preview the body of your message. Let them know the topic or main points you will share.

Audience: Empathize with your audience. Show them you know how they feel. Tell them how they will benefit from your message.

“A great message ending will create an audience new beginning.”

- Todd Zwissler, iSpeak Training Manager and Content Developer

Closing your Presentation with MAS

The last thing you say just might be the most remembered. If your closing is poor, it can affect the audience's impression of your entire presentation. A good closing incorporates MAS (Memorable, Action, and Summarize). You want to conclude your presentation with something memorable, challenge the audience or make a call for action, and tell the audience what you told them. (These can be delivered in ANY order)

Memorable: Leave the audience with a memory trigger to help them recall your message.

Action: What is the audience's very next step to take? What should the audience do now?

Summary: Remind the audience what you just shared with them. If you can summarize the key points in just a few words, give it to them.

Watch Kevin Karschnik of iSpeak deliver CABA and MAS. He rearranged the order of each. Can you guess what order he delivered CABA and MAS?



CABA Example:
Sales Manager kicking off a team sales meeting.



MAS Example:
Instructor closing our Visual Storytelling workshop.

“Nobody can remember more than three points.” - Philip Crosby, Author/Businessman

Presentation Key Points

The body of your presentation is where you present your arguments and information supported by data. A popular presentation body structure is divided into three main points. If you have more than three points, consider grouping your material into themes or related categories of information. It is important to keep the body well organized so that the audience can follow your idea progression. You want to present the audience with your arguments, backup information and other necessary data to move your audience from their current location of thinking and feeling to the new location of thinking and feeling.

Key Point #1:

Supporting Material:

Key Point #2:

Supporting Material:

Key Point #3:

Supporting Material:

PART THREE

Final Checklist

"There is no best, only better."

- Kevin Karschnik, Author and Co-Founder of iSpeak

Do you have what you need to Succeed?

This planner gives you the foundation to build a solid presentation message, but we know there is more to presenting than just the right words. It is important to prepare by identifying your purpose and completing an audience analysis. Developing a well-thought-out message shows you are prepared, it grabs your audience's attention, and it increases their message retention. Now, here is a final checklist to ensure you are prepared to deliver the best version of yourself, whether it's in person or virtually. As you complete this checklist, be honest with yourself and take care of anything you are lacking.

Soft Skill List

- ☐ Did you rehearse
- ☐ Calm your nerves
- ☐ Aware of filler words/phrases
- ☐ Planned pauses
- ☐ Pace control
- ☐ Planned pace variety
- ☐ Vocal tone control
- ☐ Volume control for environment
- ☐ Clarity warm up - tongue twister
- ☐ Use of hands
- ☐ Comfort with eye contact
- ☐ Approachable/Aligned facial expressions
- ☐ Purposeful stance
- ☐ Prepare for questions
- ☐ Prepare for TOUGH questions
- ☐ Planned story to use
- ☐
- ☐

Presentation Tools List

- ☐ Slide Deck
 - ☐ Agenda (aligns with body in CABA)
 - ☐ Simple and Focused design
 - ☐ Handouts or Artifacts to give
- ☐ Virtual Platform
 - ☐ Identified which you will use
 - ☐ Log in information sent out
 - ☐ Familiar with sharing screen
 - ☐ Familiar with Chat panel
 - ☐ Use of Webcam or no
 - ☐ Using Polls or Questions
- ☐ Lighting check - are you properly lit
- ☐ Reduce Background distractions
- ☐ Presentation Clicker
- ☐ Speakers to play audio
- ☐ Need a producer
- ☐ Camera Positioning
- ☐
- ☐

Final Notes/Reminders:



ISPEAK, INC.

Helping you achieve more through
better communication.

Social:

LinkedIn - iSpeak, Inc.

Twitter - @ispeakinc

Facebook - iSpeakInc

Instagram - @ispeakinc

YouTube - ispeakdotcom

Podcast:

<https://everydayimprovement.podbean.com>

Blog:

<https://www.ispeak.com/blog>

iSpeak University:

www.ispeak.com/join

Workshops:

email - info@ispeak.com

website - www.ispeak.com



COPYRIGHT

Copyright © 2005-2021 by iSpeakTM

All Rights Reserved