

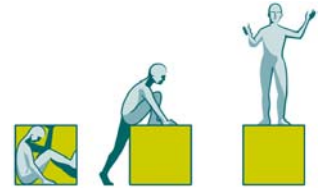
effective speaking
CREATING SUCCESSFUL PRESENTERS

Audience Centred Presentation Planning

How to prepare a presentation that will
inform, persuade and entertain
your audience.

By Tony Burns and Olivia Mitchell
Effective Speaking

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The Audience Centred Presentation Planning Process

Initial Thinking

1. Clarify your purpose
2. Determine your results
3. Analyse your audience

Create the Plan

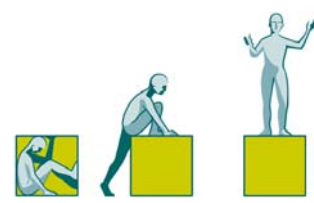
4. Choose your main points
5. Determine your structure
6. Find ways to enhance your points

Taking Shape

7. Write a closing
8. Write an opening
9. Prepare Powerpoint slides

Final Stages

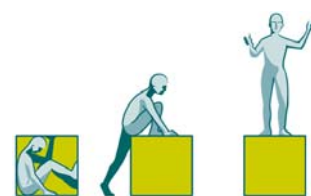
10. Use appropriate words
11. Prepare notes
12. Prepare for questions
13. Rehearse and get feedback



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Create the Body.....	15
6. Find ways to enhance your points.....	18
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Personal Stories	18
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Visual Aids and Props.....	18
7. Write a Closing	22
Summarise the body of your talk	22
Restate your key message	22
Call for action.....	22
Let your audience know you're about to close.....	22
Provide an opportunity for questions	22
Work out every word of your final sentence.....	22
8. Write an Opening.....	23
Establish a connection.....	23
Arouse their interest	23
State your key message	23
Establish your credibility	23
Acknowledge concerns.....	23
Introduce your structure.....	24
9. Prepare PowerPoint® slides.....	26
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5. Determine your Structure

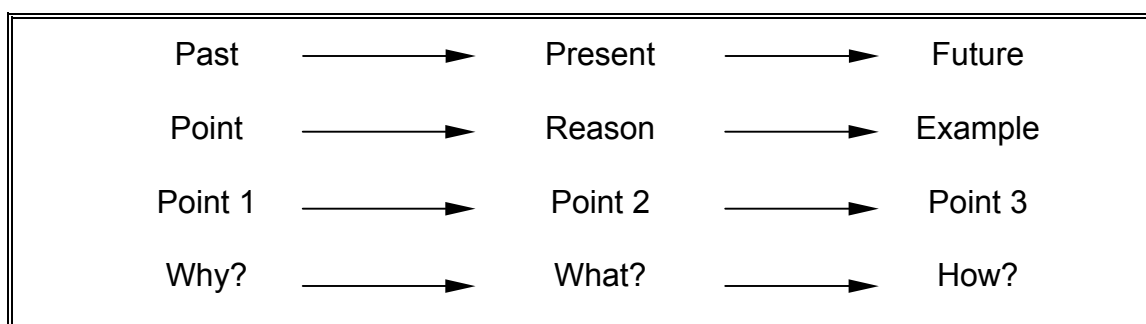
You now have an idea of some of the points that you might make. These need to be packaged in a logical order.

Your organisation (or lack of it) can make or break your talk. Delivering your material in a logical order is critical if your audience is to understand, believe and be persuaded by what you are saying. If you select the right structure you'll avoid the common problem of the audience wondering what you were saying and why you were saying it to them!

There are a variety of ways to organise a presentation and you should choose the structure that best fits the **purpose** of your talk.

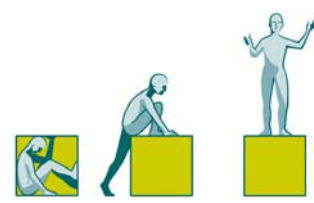
Structures to Inform

If you are informing your audience, the type of structure is not critical as long as there is some sort of organisation which the audience can follow.



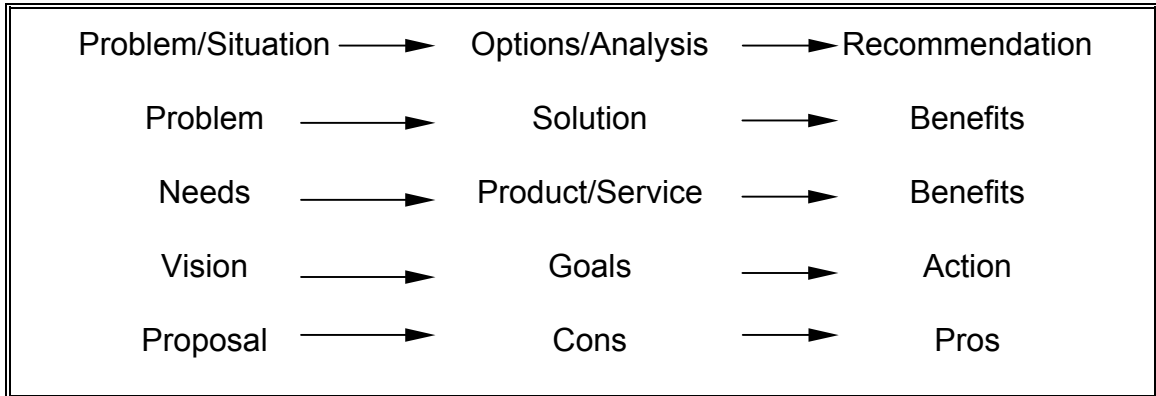
You could also use a theme around which to organise your points. Here are some examples:

- **metaphor** eg: a presentation is like an aeroplane journey – there's a take-off, a cruising period and a landing.
- **quote or catchphrase** eg: "When it comes to winning, you need the skill and the will." (Frank Tyger)
- **general theme** eg: Winston Peter's theme in his speeches in 2002 General Election campaign was "Three things in three years".



Structures to Persuade

There's been a lot of research into the best way to influence people. Successful presenters use one of these classic structures:



Create the Body

You can now start putting your main points in order using your chosen structure.

Use the presentation planner on page 17 to note **in abbreviated form** the things that you're planning to say in each of the three sections of the talk. Refer back to the points that you brainstormed on page 13 and pick the ones that will achieve the results you want.

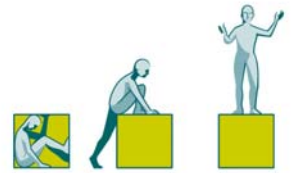
The body of your talk consists of three sections using the structure you've chosen eg, section one = Problem; section two = Options; section three = Solutions.

If you're using a persuasive structure, the main points that you want to make may be spread across the three sections of your body, (eg: Problem, Options, Solution) or they may all fall into just one of the sections – in this example, most likely the Solution section. If this is the case, use the Problem and Options sections to lead into the main points you want to make.

Each of the three sections of the body consist of three parts:

1. A brief introduction to the material that follows
2. The material itself
3. A summary of the material.

Parts one and three may seem redundant — and if the material was being presented in written form they probably would be. But because the audience is not reading, they need additional cues or “signposts” to keep in step with you. These transitions are only a sentence in length but they make your talk much easier to follow.



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