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15.277 Special Seminar in Communications: Leadership and Personal Effectiveness Coaching
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TEAM PRESENTATION PLANNER

BACKGROUND

What is the context of this situation?

Who is the audience?

What cultural norms are important for us to know about?

OUTLINE AND STRATEGY

What do you want your audience to **DO, BELIEVE OR UNDERSTAND**, as a result of your presentation?

What is your credibility? What will you do to leverage or improve your credibility in this presentation?

What style(s) will you employ (tell/sell/consult/join) and why?

AUDIENCE ANALYSIS *Review Yates in the course packet, p. 67-73*

State your audience's bias:

What is the implication for your strategy?

What do they have to gain? What do they have to lose?

State your audience's level of involvement:

What is the implication for your strategy?

What are the benefits of your presentation for your audience—what's in it for them?

- 1.
- 2.
- 3.
- 4.

MESSAGE

State the structure will you use (direct/indirect):
Why?

State the type of argument (one- or two-sided) you will use:
Why?
Discuss alternatives.

What persuasive tactics (e.g. Cialdini's principles) will you employ?

ORGANIZATION *See Munter, p. 88-92*

What will you include in your introduction to grab the audience's attention?

What will you say to prepare the audience to hear your message?

What is your "big idea"—the one message you want them to recall if they could hear only one message.

How will you close your presentation?

And what are the next steps? Be specific about implementation.

QUESTIONS AND ANSWERS *See Munter, p. 93-96*

What questions/objections do you expect from your audience?

- 1.
- 2.
- 3.

VISUAL AIDS

What visual aids do you plan to use in your presentation? And how will they contribute to the persuasive element of your presentation?

If you use PowerPoint, how will you/your team interact with the software to ensure your focus remains on the audience?

REHEARSAL AND DELIVERY PLAN *See Munter p. 144-151*

What is your team's plan to ensure a cohesive and professional delivery of your presentation?

How will you manage transitions between team members?

What is your team's plan for managing Q&A?

How will you position yourselves when you are NOT speaking, i.e. will you sit, stand, etc.?