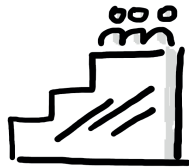
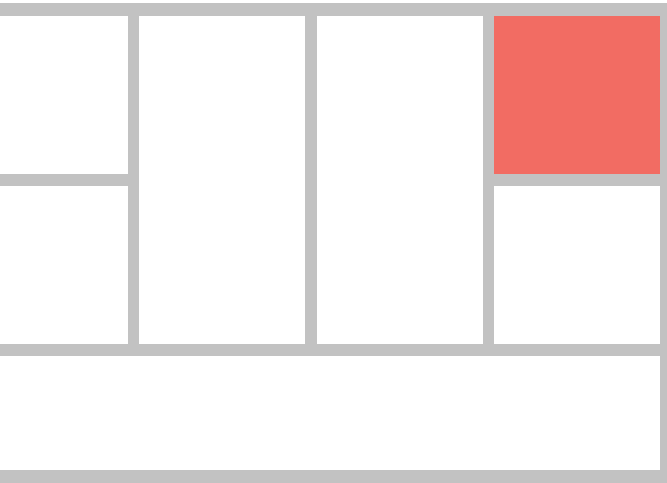


The Audience's Basis



The more you are aware of what your listeners know, do, think, and suffer from, the better you can meet them in the beginning and formulate relevant Key Messages.



KNOW

What is the audience's current knowledge about the topic?

THINK

What is the audience's current mindset about the topic?

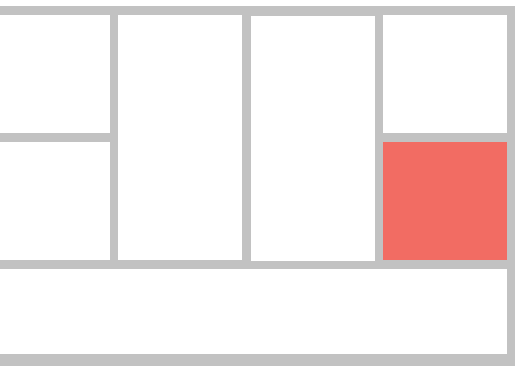
DO

What is the audience's current behavior in the topic?

SUFFER

What is the audience's current pain point in the topic?

The Audience's Goals



EXPECTATIONS

What does your audience expect from your presentation when they enter the room?

RATIONAL

A superior might be eager to make a decision; an employee might want to get work-relevant information.

EMOTIONAL

A keynote listener might show up to learn something new or get inspired.

AMBITIONS

Which goals does your audience pursue in the long term?

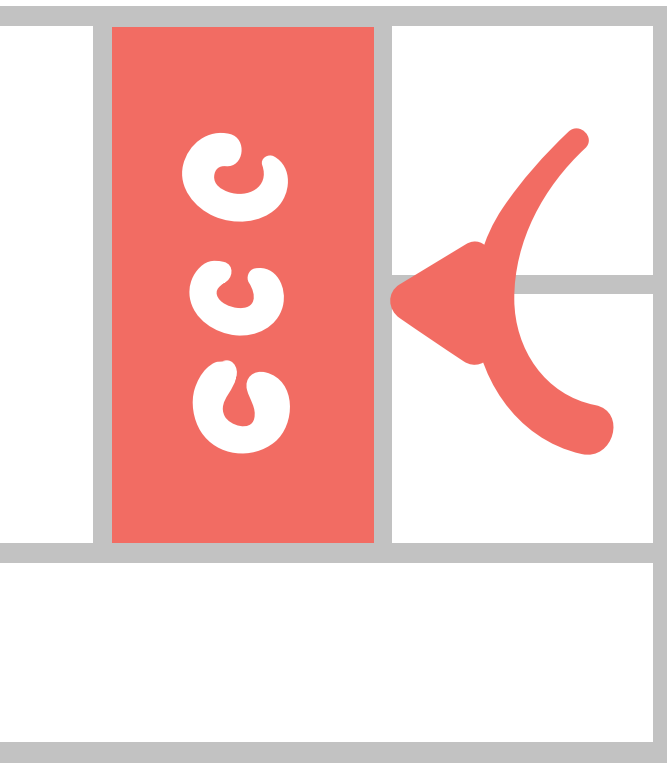
RATIONAL

Descending from the job description: e.g., increasing turnover, reducing costs

EMOTIONAL

Addressing social ambitions: e.g., being respected, showing competence

Key Questions



Compare the audience's Basis with their Goals and work out the Key Questions they wish to have answered in this presentation. Try to narrow it down to three questions, since this increases the chance that listeners can keep the overview.

INFORMATION-DRIVEN AUDIENCE

In presentations towards investors or a management board, your audience usually has clearly defined Key Questions.

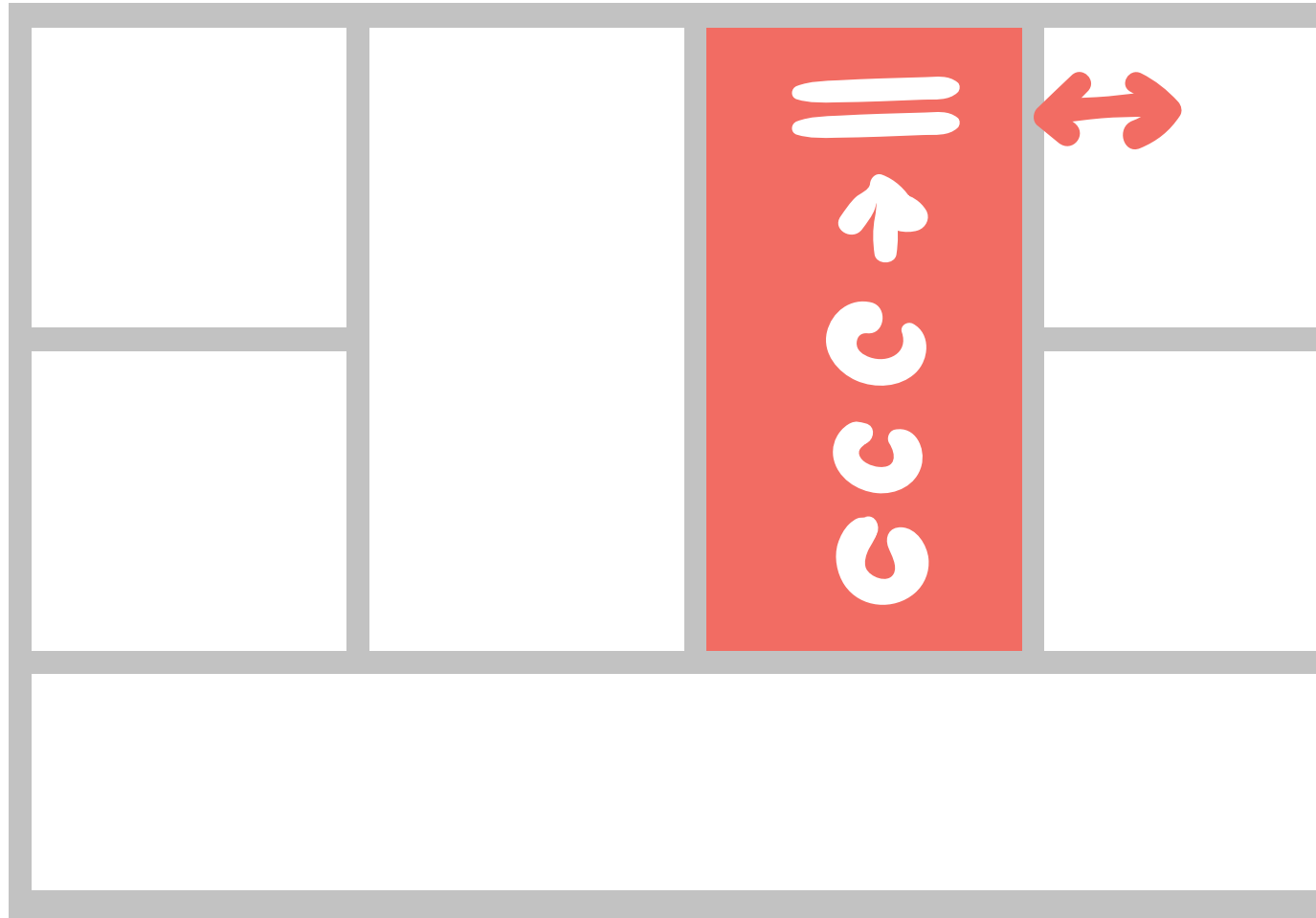
INSPIRATION-DRIVEN AUDIENCE

If you hold a keynote, give a sales pitch, talk in politics, or shoot a company video, you first need to create this awareness in the introduction, by comparing Basis and Goals.

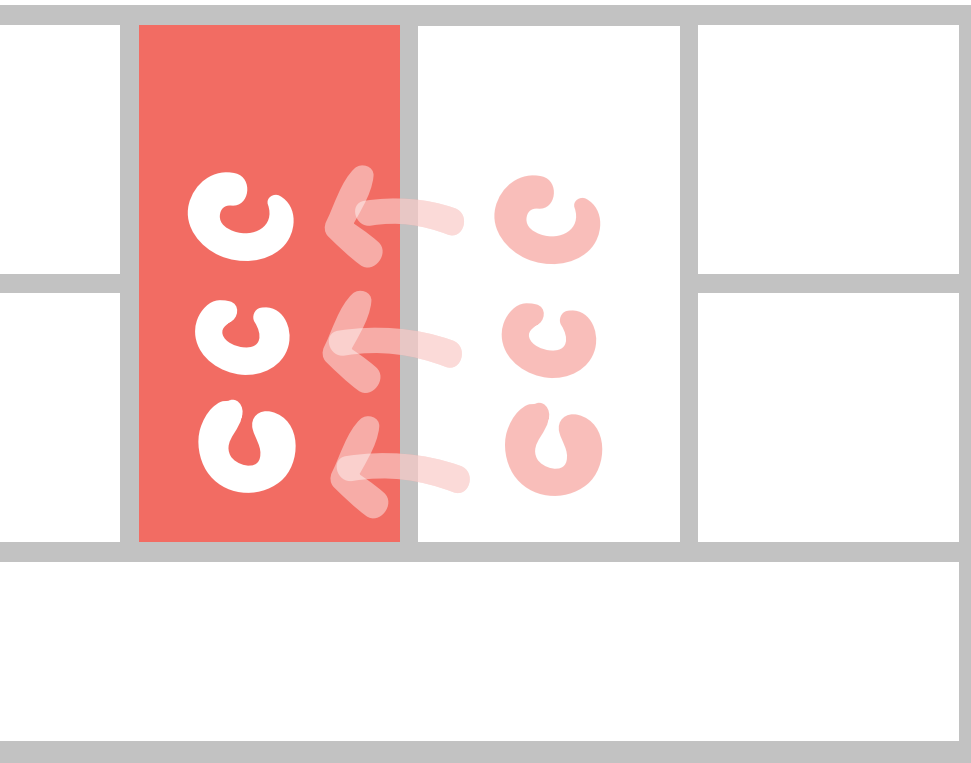
PROBLEM

Reduce the Key Questions to one main pain-creating Problem question.

This question is the summary of the Key Questions and at the same time, addresses a current pain point.



Key Messages



Answer the Key Questions with each one sentence. These are your take-home messages: The audience may not remember everything, but at least these messages must be stuck in memory when they leave the room.

TITLE CHECK

Make sure to make complete short sentences, including a verb. Later, they serve you as slide titles.

GOAL CHECK

As soon as you have filled out your Goals, double-check whether your Key Messages support you achieving these Goals and if not, adjust them.

SOLUTION

Reduce the Key Messages to one solution that is the answer to the Problem question. This solution will be your presentation title.

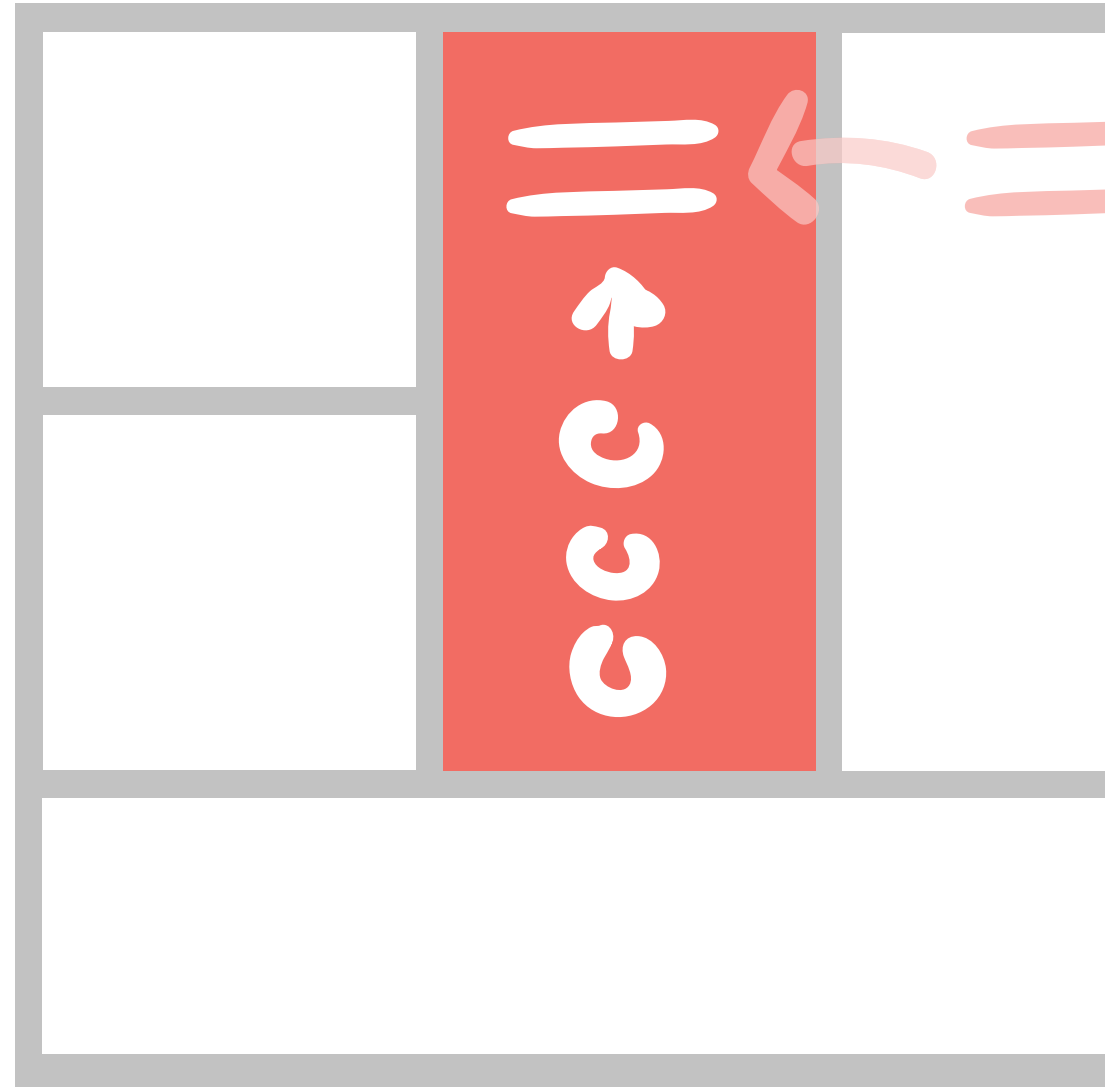
Spice it up by formulating it as a big idea. Silicon Valley presentation expert Nancy Duarte recommends two ingredients:

WHAT IS AT STAKE?

Mention the threat if they discard your solution. E.g., The title „If we don't create a new product line, we will lose market share.“ is more likely to get the attention than „I will talk about our product strategy.“

WHAT IS YOUR OPINION?

People are more likely to listen if they hear a unique point of view. E.g., „I believe we need to bring a new model every year to keep our customers satisfied.“



Arguments

FACTS

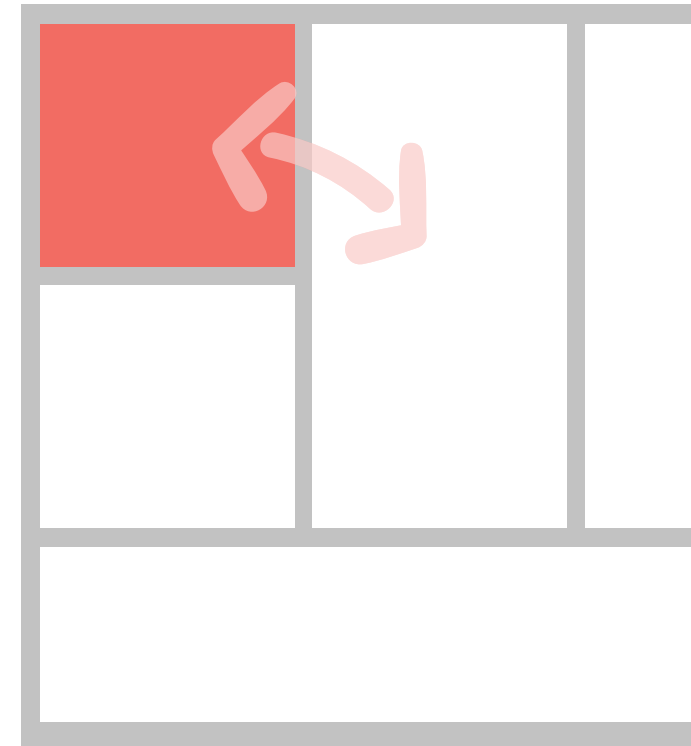
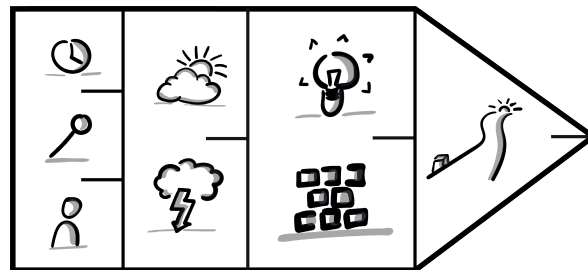
Start with listing the numbers, logical systems, or general truths that support your Key Messages.

To make numbers more tangible, put them into comparison to something familiar. E.g., "Every year we deliver 35'000 packages. If you put them in one line, it would make a distance between city A and city B.")

STORIES

Use the Storytelling Pattern to find a narrative that includes your supporting evidence.

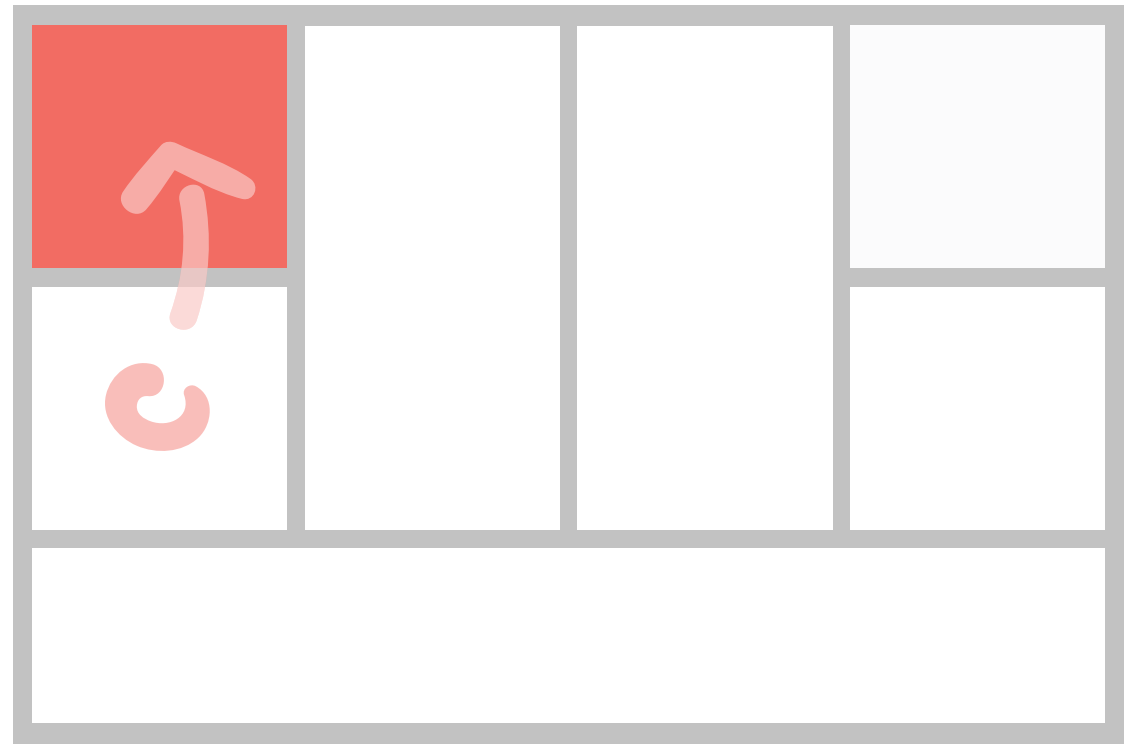
By using this pattern, you'll manage to present your arguments in an emotionally persuading way. You find the pattern on KeyMessageCanvas.com.



EXPERIENCES

Presentations have one significant advantage, in comparison to e-mail or video: You are with your audience at the same time, in the same room.

Use this opportunity and create an event! Let something happen that stays in memory. Check your short-termed Emotional Goals and create an "aha!" moment by demonstrating an object or interacting with the audience.



Your Goals

Emotional Goals

Your emotional goals help you choosing your Arguments carefully.

Rational Goals

Your rational goals are the foundation for a successful Call to Action.

SHORT TERM

Which insight ("aha!" moment) do you want to create?

LONG TERM

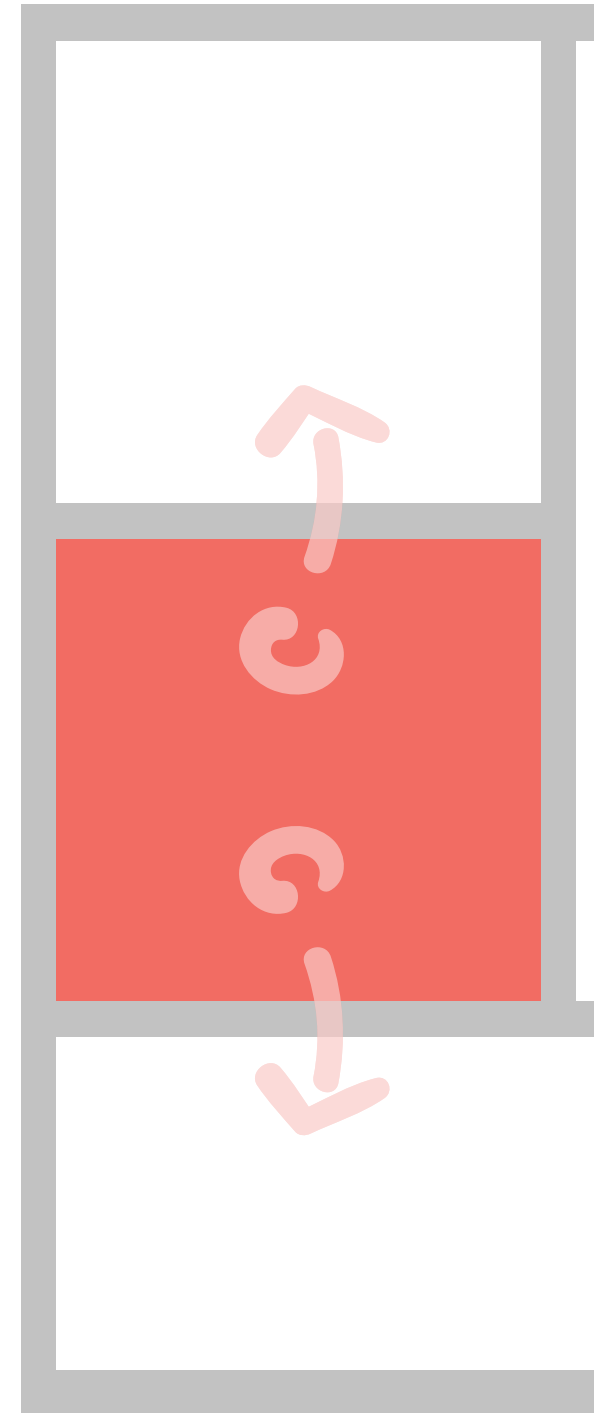
Why are you doing what you're doing? Fill in here your mission statement.

SHORT TERM

What is today's intention?

LONG TERM

What are your annual objectives? Here comes your vision.



Call to Action

It's not always enough to tell compelling stories. Take your audience by the hand and express what you wish them to do.

NOW - IN THE ROOM

Which action(s) do you ask your audience to do immediately after your presentation, as a direct response? (e.g., ask questions, collect a handout, discuss an issue, make a decision, promise something)

LATER - BACK HOME

Which action(s) do you ask your audience to do after some reflection? (e.g., contact you for another meeting, download a whitepaper, discuss something, try your product, reflect your idea)

EVENTUALLY - WITH ME

Which action(s) do you ask your audience to do at the end of the "action chain"? Note here the step that leads to your long-term goal (e.g., buy something, adopt a new habit, start a new project). Double-check whether this action helps them achieving their longterm Goals.

