



Presentation or Meeting Preparation Guide

Presenter:

What is the message of your presentation or meeting?

GOALS: What are my presentation/meeting goals?

Educate, inform or update - about what?

Sell or convince - what do you want them to buy?

Change or alter - what and by when? (refer to page 14)

Motivate or persuade - to do what?

Deter - from doing what?

ROR MESSAGE: In a sentence or two, what do you want the audience to take away?

My Repeatable, Retainable, ROR (Return On Relationship) and WIIFT (What's In It For Them)

Questions to motivate engagement and interaction of the audience (if applicable)

AUDIENCE: Who is in it?

Organization

Attendees and positions

Friends Foes Skeptics Neutral Other (can be all)

Attendee's experience level with your topic

Attendee's experience level with your company, service, solution

AUDIENCE PAIN/NEED:

What are the existing pain points?

Does this audience feel the pain? Yes No Unsure

How severe is the pain? Slight Moderate Significant

BARRIERS: What are the barriers to taking action?

Experience level with product, service and company

Any biases (timing, pricing, complexity)

E600:

What might be in the audience's unspoken thoughts (Elusive 600)


And yours?

ANTICIPATED QUESTIONS:

What questions might the audience ask?

What does the audience want or need to know about you?


What connections can you make with/for them?



Credibility and Connection Building
Your introduction to create credibility with anyone in the audience who does not know you or to make a connection to an audience you have worked with in the past.

YOUR PLAN


Slide #



Repeatable, Retainable, ROR (Return on Relationship)
In 1-2 sentences what do you want your audience to know when they leave your presentation.

YOUR PLAN

Slide #



Gather Information, Initial Engagement*
Strategic questions to engage the audience. This could be a straw poll or questions you are relatively certain you know the answers to.

YOUR PLAN

Slide #



Getting on the Same Page*
Provide a historical perspective, communicate trends, or compare and contrast.

YOUR PLAN


Slide #

*Developing Pain Points is crucial during these choreographed steps.

 **Other Meaningful Content***


YOUR PLAN

Slide #

 **Recapping**
Restate key points.


YOUR PLAN

Slide #

 **Answering Final Questions**
Allow the audience to empty their Elusive 600 before you leave them with your power close.

YOUR PLAN

Slide #

 **Power Close, Your Purple Cow**
The power close is the ROR repeated in a final fashion (call-to-action, an impactful quote, a memorable picture, a staggering statistic).

YOUR PLAN

Slide #