

## **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

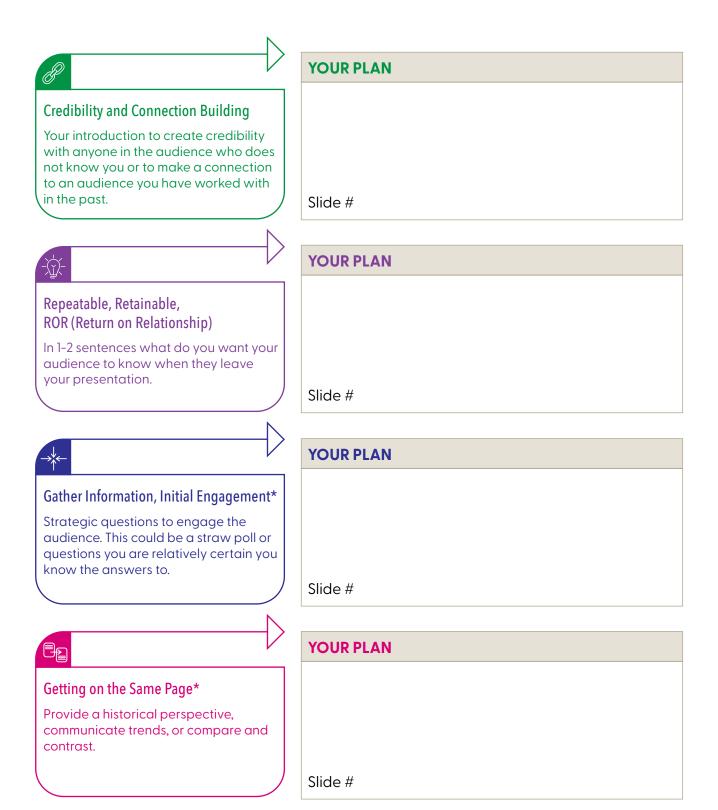


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AUDIENCE PAIN/NEED:
What are the existing pain points?
Does this audience feel the pain?   Yes   No   Unsure
How severe is the pain?   Slight   Moderate   Significant
BARRIERS: What are the barriers to taking action?
Experience level with product, 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?



## **Choreographing the Connections of Your Conversation**



<sup>\*</sup>Developing Pain Points is crucial during these choreographed steps.



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