

Instructions for Completing the Presentation Development Worksheet

1. Complete the Audience Analysis Box

Answer some basic questions about your audience: Who are they? How is your presentation relevant to them? What background information do they know already, and what will you need to fill in? To conduct a more detailed analysis of your audience, visit www.christinehaasconsulting.com/tools for a comprehensive audience worksheet.

2. Complete the Main Message Box

This will be one of the most difficult parts, but one of the most rewarding in terms of focusing your presentation. What is the most important message that you want to convey to your audience during your presentation? Write this message as a complete sentence, like the world's shortest elevator pitch for your talk. After you've crafted this message, you can then begin to backfill the supporting information needed for the audience to accept that message.

3. Complete the Purpose and Emotion Box

What action do you want your audience to take after they've listened to your presentation? Perhaps you want them to better understand your work, purchase your product, or collaborate with you on a project. Equally important, how do you want your audience to feel? You may want them to feel inspired, cautious, energized, or something else. Keeping the action and emotion in mind will guide the selection of the content.

4. Complete the Key Points Boxes

What supporting key points or messages does your audience need to know to accept your main message? Write these as complete sentences. These will form the sections in your presentation. There are four key points boxes, but depending on the length or detail in your presentation, you may only have two or three key points.

5. Complete the Supporting Evidence/Explanation Boxes

This will be the detail of your presentation. What supporting information do you need to show to talk about to support your key points? You can jot notes down here, sketch pictures, create lists or reference resources. Only fill out as many boxes as corresponds to your number of key points.

Topic: _____

Length of Talk: _____

And Q&A: _____

Audience Analysis:

*Who is listening? Why should they care?
What do they already know about my topic?*

Key points:

1.

Supporting evidence/explanation:

Main message in a complete sentence:

2.

3.

Purpose and Emotion:

*What do I want my audience to do by the end
of the presentation? How do I want them to feel?*

4.

Presentation Room-Setup/Audio Visual: _____

Number of Audience Members: _____