

Unit C: Communication

Lesson 1: Magic Formula of Presentation Planning

Benefits of using the Magic Formula

- Gives you a place to start when you begin to create a presentation
- Helps you remember your presentation with just a few notes
- Helps you to create and deliver consistently effective presentations
- Helps you organize and present your ideas so you sound like you know what you're talking about

Benefits of using the Magic Formula

- Helps you build confidence as an effective presenter
- Helps you create a presentation where the focus is on your audience, which will make them more interested in what you have to say
- Gives you a tool that will help you to influence others in a positive way

The Magic Formula for presentation planning



The **Magic Formula** is a process to follow when creating a presentation.

Get the information



Other questions for consideration...

- Who will the audience be? How many will be in the audience?
- What date? What time? For how long?
- Where will the presentation take place?
- What is the purpose of the speech?

What does the audience care about?



Other questions for consideration...

- What is appropriate for the audience?
- Why are they going to want to listen to what you have to share?
- What do they expect to hear?

What action do you want the audience to take?

Other questions for consideration...



- What will your objectives be?
- What do you want them to know or be able to do after your presentation?
- What impact will you make?

What are your points?

Other questions for consideration...



- What are your main points?
- Main points should be succinct and memorable.
- What statement or catchy phrase can you use to help your audience remember this point?

What supports your main points?



Other questions for consideration...

- Support may come in the form of facts, statistics, activities, experiences, personal stories, other people's stories, and poems.
- What support material will best convey the main points I have?
- Support must be credible and believable

What is the application?

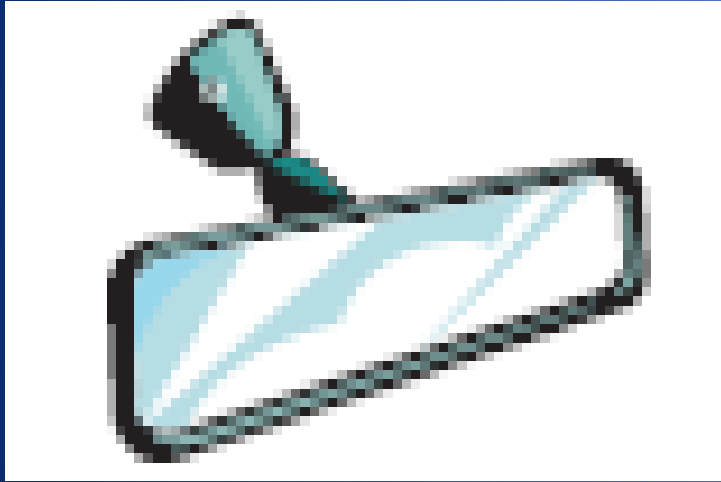
Other questions for consideration...

- How will they know what to do when they get home?
- How can they take the main point and make it a reality in their lives?



How are you going to close and review your points with impact?

Other questions for consideration...



- How are you going to review or restate your points?
- What will you use to make certain they remember?
- How are you going to close with power and impact?

How are you going to connect with your audience?

Other questions for consideration...

- What are you going to do in your introduction to make the connection with your audience?
- A connection is built by connecting your topic to something your audience can relate to.
- Can you build your presentation around a theme?



How are you going to preview your presentation?

Other thoughts for consideration...



- How will you let the audience know your objectives?
- What kind of map will you give them to help them follow your presentation?
- Make this creative step related to your theme, and build interest in what's coming up.

Review/Summary

- What are the components of the magic formula of presentation planning?