Speaking with Purpose

10-Step Process

Follow these 10 steps every time you are preparing for an important presentation.

1. BE AUDIENCE READY
   Tagline: “How to put the audience at the heart of your presentation”

2. DEFINE A CLEAR INTENTION & PURPOSE
   Tagline: “The presenter sets the direction and destination”

3. ORGANISING FOR CLARITY AND MOVEMENT
   Tagline: “How to choose a structure and flow”

4. CREATE SOUNDBITES FOR ALL MAIN MESSAGES
   Tagline: “How to use taglines to make your message stick:”

5. TOP AND TAIL TO OPEN AND CLOSE
   Tagline: “Two critical moments at the start and end of your presentation”

6. ADD SUPPORTING MATERIAL TO MAIN POINTS
   Tagline: “How to add evidence to your main points”

7. LINK EACH SECTION WITH TRANSITIONS
   Tagline: “How to glide between each section with transitions”

8. REHEARSE 1-2-3-4
   Tagline: “Use four levels of practice to master every occasion”

9. PLAN CONNECTING PHRASES
   Tagline: “How to add connecting phrases to keep audience’s attention”

10. PREPARE FOR QUESTION AND ANSWER SESSION
   Tagline: “How to prepare for the question and answer session with burning questions”

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