



7 Minute Presentation Planner[©]

What's my objective?



Logistics/brief
(room, equipment, layout, timings, agenda, overall event theme & objective, my role & content v others)

Call to action



Potential support material

(To support single idea messages. Proof!)

WIFA (What's In It For The Audience)

1. Discover The Line Up:

Who am I talking to?
Who are key decision makers?
What's the knowledge level?
What is their overall objective?
How do I connect to their 'in' group?

2. Flex Style, Energy & Tone

What is their preferred communications style?
How will I adapt to their type?
How will I adapt to their culture?
What is their mood?
Can I use 'their' language?
What status level do I need to bring?

3. Think Messaging

What are the potential rewards for them?
What are their fears?
What are the implications of 'SCARF'?
What will convince them?
What must I communicate to succeed?

4. Prep Q&A

What are the big questions on their mind?
Will I preempt the questions?
How will I handle questions confidently?

One single idea

(1 message they must remember and I am passionate about)



3 supporting messages

(3 messages they must remember)

1.

2.

3.

How Can I Win & Maintain Attention?

- Surprise me!
- Set an exciting expectation but make sure you can deliver it
- Fear (be careful! Positive emotion is better)
- Use logic if interested, emotion if not or a mix
- Use real examples
- Paint relevant pictures, visuals, metaphors, stories – mix up the mediums
- Talk about impact on people not just concepts
- Can you get them working together or contributing in the presentation
- Link to their 'map of the world' and build
- Who is the most credible, sincere, confident, easily understood speaker?

Mobilise Action

What do you want them to do now?
How will you encourage them to revisit the ideas?
What happens next?