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15.280 Communication for Managers
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PRESENTATION PLANNER

BACKGROUND

What is the context of this situation?

Who is the audience?

What cultural norms are important for us to know about?

OUTLINE AND STRATEGY

What do you want your audience to **DO, BELIEVE, UNDERSTAND**, as a result of your presentation?

What is your credibility? What will you do to leverage or improve your credibility in this presentation?

What style will you employ (tell/sell/consult/join) and why?

AUDIENCE ANALYSIS *Review Yates in the Course Reader: pgs. 67-73*

State your audience's bias:
What is the implication for your strategy?

State your audience's level of involvement:
What is the implication for your strategy?

What are the benefits of your presentation for your audience—what's in it for them?

- 1.
- 2.
- 3.

MESSAGE

State the structure you will use (direct/indirect):
Why?

State the type of argument (one- or two-sided) you will use:
Why?

What persuasive tactics (e.g. Cialdini's principles) will you employ?

ORGANIZATION See *Munter, pgs. 88-92*

What will you include in your introduction to grab the audience's attention?

How will you close your presentation? And what are the next steps? Be specific.

QUESTIONS AND ANSWERS See *Munter, pgs. 93-96*

What questions/objections do you expect from your audience?

VISUAL AIDS

What information about your argument is better put on a visual than mentioned verbally?

REHEARSAL AND DELIVERY PLAN See *Munter p. 144-151*

What will you do to ensure a consistent message is delivered cohesively?

- 1.
- 2.
- 3.