

CASE STUDIES : ORAL AND WRITTEN COMMUNICATION

Example: Proposing a new project to the CEO

- 1. Maybe they have a busy schedule?**
- 2. Does it need the attention of the CEO?**
- 3. What is the outcome that you want?**

CASE STUDIES : PRESENTATIONS, TALKS, AND LECTURES

When I write a talk or presentation I first consider what I want to teach (outcome). Then I usually end up with some bullet points, align those with the audience, and build out a presentation from there.

- 1. Once I have a set of points, an understanding of my audience, and a target destination, then I can start writing the actual presentation.**
- 2. I make sure all points belong, ruthlessly cutting anything that is not lending itself 100% to the target destination.**
- 3. Then I expand, add human emotion, and do my best to bring you on a journey that starts off with an introduction, a problem, solution, and conclusion. I keep points small and pointed, and try to engage you.**