Capstone presentation

2 – **Speech content**

Choose the structure of your presentation

Find your main **arguments**, **facts**

Organize your speech using a **pyramid**

Choose your persuasible language

strong **opening**

topic **transitions**

strong **closing**

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# 1 - Instructions

**BEFORE START: Copy your table about the topic and strategy** for your capstone presentation

* *Note: if you change your mind about your presentation, you need to update this table*

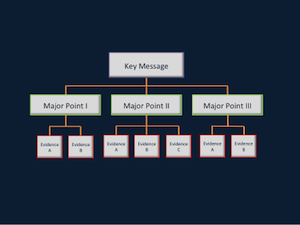
**Step 1:** Define the **main parts** of your presentation

* Using pieces of paper (sticky notes), **brainstorm what specific points you want to talk** about.
  + *Just let yourself think freely. Brainstorming is about simply throwing ideas on the wall.*
* Group similar **ideas together**
* Summarize each of your groups with one sentence or a phrase.
  + Write these down and place them above your groupings. *(Are any of them part of a larger point you want to make? Move things around.)* These will be your **Main Arguments** supporting your Key Message.

**Step 2**: Find **arguments**: evidence, fact, and statistic to support your ideas

* Find examples, evidence, facts, or statistics I need to make my **Main Argument**
* Choose your supporting points from each group, or add other supporting information, numbers, stories, or examples.

**Step 3**: Sketch your argument in a pyramid format on paper.



**Step 4**: Check the logic of your presentation

* Can you deliver your **Key Message** and all **Main Arguments** in the allowed time?
* Is your presentation clear, and easy to follow?

*If NO: move your points around, add or subtract ideas. You will start seeing what needs to be said and what does not.*

**Step 5**: Choose your **persuasible language**

Write your

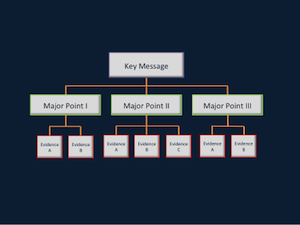
* Interesting opening
* Detailed bullet points supporting your **Main Arguments:** What exactly will you say (remember persuasion, language choices, and storytelling)
* Transitions
* Closing

# A – Your T**opic & strategy**

|  |  |
| --- | --- |
| What is the topic of the presentation?   * Briefly describe **the topic** of your presentation. * **Why** did you decide to talk about this topic? |  |
| What is your objective?   * What do you want from this presentation?   + Are you **informing** about something?   + Are you **persuading** that something needs to be done? * What immediate result or response do you want from your audience? (“as a result of this presentation, my audience will \_\_\_\_\_”) |  |
| Who is your audience?     * **Who** will listen to your presentation? * What do they need to **know**? * What information is needed to achieve the goal of your presentation? |  |
| What is your key message?   * Write a sentence that clearly states your **Key Message**. * For example, if anyone asks my listeners what was this presentation about, I want them to say… |  |

# B– Your presentation **pyramid content**

* Sketch your arguments in a pyramid format.



# C– Your presentation **structure**

|  |
| --- |
| Write in your **opening** “Hook” |
| My **first** **Main Argument** is:  I will support my first Main Argument using these, explanations, examples, stories, data… (Provide detailed bullet points in order you plan to discuss them.)  My **transition** to the next Main Argument is: |
| My **second Main Argument** is:  I will support the second Main Argument using these, explanations, examples, stories, data… (Provide detailed bullet points in order you plan to discuss them.)  My **transition** to the next Main Argument is: |
| My **third Main Argument** is:  I will support the third Main Argument using these, explanations, examples, stories, data… (Provide detailed bullet points in order you plan to discuss them.)  My **transition** to the next Main Argument is: |
| Keep adding Main Arguments if you want to make more than three, but don’t make your presentation too long. You may want to use internal hooks to wake up the audience... |
| My strong **conclusion** is: |