

the audience follow and stay tuned in, you must let them know where you both are, when to stop thinking about *this* and start noticing *that*. Transitions help them change gears, to actually "turn a page" in their minds and start off afresh with you down a new path.

Now that you understand how the brain basically absorbs data and what information techniques work and why, let's put them into practice. We turn first to planning your message: What's the most effective agenda order and layout in which to subdivide it?

STRUCTURING A PRESENTATION

Outline Form

The most universally recognized system—and the simplest one—for organizing and compartmentalizing unfamiliar or complex information is the outline. Luckily, if we learned anything at school, we learned to outline and we remember that system. Therefore we easily recognize it when it is described and referred to verbally.

So the basic presentation format should be an outline. But within that framework there are many other issues to consider as you plan.

Order of Presentation

Presenting or explaining, teaching or selling something is like taking people on a journey, with you as the leader and the guide. You're telling people where you've been that they haven't and what you know that they don't. Having just learned how people absorb information best, we need to use those guidelines to create some order in your presentation so that your audience can follow your material and stay with you on the journey. Here is the most effective format:

- Introduction
- Motivati/Opening
- Outline of Agenda
- Content—section by section
- Recap each section