

restating your major argument, now backed not only by all your data but also by your answers to the negatives.

Pick out your best, most telling points. Illustrate with your most graphic, dramatic, or innovative examples. End by saying why your idea should happen.

Open for Questions and Discussion

Now it's time to give your opposite numbers the floor, too. Open it up for further clarification, explanation, discussion, and for countering opposition. Focus on getting responses to your idea and finding ways to solve the problems (perhaps together) or to discover what you need to do next.

Checklist

Here's a chronological checklist for you to use as an organizing tool when preparing any kind of presentation or report:

- *Opening*: State theme and general message
- *Motivate and identify with audience*: Tell why they should listen
- *Give agenda*: Describe content and structure of presentation
- *Content*: Present basic idea
- *Break each into segments*: Logical chronology of A, B, C
- *Break into subsegments*: 1, 2, 3 of details and examples
- *Recap each segment*
- *Make transition to and introduce next segment*
- *Wrap-up*: Recap highlights of whole presentation
- *Pose and answer problems* (optional)
- *Objections*: Raise and answer anticipated objections or resistance (optional)
- *Grand wrap-up*: List persuasive points
- *Conclusion and recommendations*
- *Questions and discussion*.

Creating the order of any presentation or explanation makes you narrow your sights on what you mean to cover, what you'll say, and how you'll say it. Which brings us to the next step. Should you only *say* it? Or should you *show* some of it?