

FORE-THOUGHT CHECK-LIST	76
Forethought for Larger Audiences	77

4 • STRUCTURING AND ORGANIZING BUSINESS ENCOUNTERS 78

PREPARATION	78
Choose and Edit Your Goals	78
SCHEDULING THE MEETING	81
When to Meet	81
Which Day	84
Where to Meet	85
To Lunch or Not to Lunch	89
Breakfast Meetings	90
GETTING ON THE CALENDAR	91
Techniques	91

DESIGNING PRESENTATIONS: What Captures Attention and Understanding 96

GUIDELINES FOR DESIGNING PRESENTATIONS	97
How We Think	97
What We Need So We Understand and Stay Interested	99
STRUCTURING A PRESENTATION	104
Outline Form	104
Order of Presentation	104
Checklist	109
MAKING MESSAGES VISUAL	110
Why Use Visual Reinforcement	110
What to Show; What to Tell	110
"Leave-Behinds"	112
DESIGNING VISUAL MATERIALS	114
Basic Guidelines	114
Techniques for Using Visual Aids	117