

- Transition to next section
- Wrap-Up
- Conclusion

To help you use this format to design your presentation, let's take apart the various steps to see what's in them and why they're necessary in this order. (The actual techniques of presentation and examples of what to say and how to say it are the heart of Chapter 7.)

Introduction

You're opening to a clean slate, to a fairly open mind (excluding previous prejudices), a mind at least a little curious about what you want to present. Your introduction should set the tone and the theme for your presentation. It should instantly focus one or many on what the presentation is about and what you hope to get across.

To begin planning your presentation (formal or informal), establish what you think is the essence, the theme, and the one or two major points you're going to cover. No details yet, just the overall basic one-line theme. That's the heart of your introduction: "I'm going to talk about X today, how it affects Y and Z, and why we need to change it." That's your Introduction. Next: Motivation

Motivation

- *Tell them why to listen*

You know why you asked for the meeting or are making the presentation. Tell them how your topic affects *them*, what good will come of their listening, how important they are in the equation, and how your two interests intersect. That's the Motivation aspect of step 2.

- *"Lift your visor"*

Another aspect of your Opening is to let them know who's telling: to help the audience get to know you, the speaker, better. To recognize your style, your persona—to get the first impression.

Give Them the Outline

Tell them what's to come:

To help them follow, give them the structure of your presentation.

"I'll show and tell you about X. To do that, I'll start with A. Then B, with an explanation of 1, 2, and 3. Then we'll discuss C, which is also a