

Present Each Segment with Its Details

Now you can tighten the iris for a still closer look. This is the "Close-Up." Each segment with its topic sentence and the "bullets" under it gives us information in still greater detail: "Let's start with A. The basic problem is ... There are three reasons ..." The bullets serve as illustrative examples, adding dimension and support and providing a more intense, searching look at the heart of what you're talking about. Details work now and not before because your group understands the whole idea and is drawn into learning more.

Recap Each Segment

Build in a recap at the end of *each* segment before you finish and go on, for reinforcement and for additional clarification about how you're building your case.

"Now what have we just discovered? That A has actually been out of sync for quite a while. That it's an outmoded system because of 1, 2, and 3, and that it's keeping us from moving forward."

This catches up the slower listener as well as the inattentive one and makes sure that everyone is ready to move on to the next portion together with you.

Make Transitions

Remembering that your audience cannot see your notes or know your next step until you take it, you need to build in a purposeful transition to each new topic so you let everyone know you're all about to go there. This helps make your outline structure continually clear as you move from A, through your small-number "bullets" listed below it to the recap, and with a transition sentence or two, on to B. Be sure that as part of your transition you introduce and set up your next subject as you move into it.

Example: "So there's the problem. Now let's turn to B—why we didn't know and how we found out."

Wrap-Up

At the end of all the components, wrap up by restating the whole idea, hitting the major points, and referring back to only a few of the most memorable and telling details you've explained for fuller illustration.