

## 1. The “Why”

Your key message:

1. “I / we believe in / that...”
2. “The intention of this presentation / meeting is to...”

## 2. The “How”

What you will do during the meeting. “During the meeting, we will...”

- ☐ Present
- ☐ Discuss
- ☐ Review
- ☐ Brainstorm ideas
- ☐ Inform
- ☐ Train / teach
- ☐ Other:

## 3. The “What”

Your Call to Action: “By the end of this meeting, I / we are looking to / will request that we / you...”

- ☐ Approve
- ☐ Make a decision
- ☐ Come to a consensus
- ☐ Commit to taking the next steps
- ☐ Apply / implement what we have learned / discuss here today
- ☐ Other:

## Keys to success:

By the end of your introduction, your audience will know:

- ☐ What the meeting is about
- ☐ Why it's important
- ☐ What they need to do

## Physical skills

Observe the following:

- ☐ Eye contact with the whole audience
- ☐ Hands in a natural position. They flow without distracting
- ☐ Breath!
- ☐ Smile or calm facial expression (depending on the context)
- ☐ Posture is upright, firm and natural
- ☐ Volume is sufficient and tone is accessible
- ☐ Varied rhythm with pauses
- ☐ Spoken from memory (without a script)