

The key is to
organize
your
thoughts in
a specific
order

Four steps to developing:

- a presentation
- a report
- any opportunity to influence

The subject

Step 1

Doubling capacity while dollar is strong

Step 3

What are the *three or four key issues* I need to draw out to reach that conclusion

Importance, Relevance, Opportunity	Environment scan	Our offering	We need you to
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Step 4

To make those issues stick, what *evidence or key drivers* do I need to outline?

<ul style="list-style-type: none"> • Link to a priority • Illustrate opportunity - What is / What could be • <i>Interactive – provoke challenge to importance and relevance</i> 	<ul style="list-style-type: none"> • What do they already know? • The more elements which resonate the better • What else do they need to know? • <i>Interactive – ask what you’ve missed?</i> 	<ul style="list-style-type: none"> • The big picture, plus • Step by Step • Costs • Benefits realised • Measurement of success • <i>Interactive – provoke challenge “will it work?”</i> 	<ul style="list-style-type: none"> • Be specific about what you need this audience to do <i>arriving state? leaving state?</i> • <i>Interactive – check for understanding</i>
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Step 2

The conclusion

What do I want this audience
thinking/doing/feeling/remembering/agreeing to/reflecting on/committing to
..... as I step back from the podium?

- Feeling well-informed
- Thinking this can work
- Able to approve with confidence