

The 5 Paths to Success

Refinement Questions

Understand Your Audience

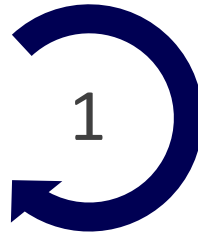
Who will you be presenting to?

What level of expertise do they have?

What is their level of seniority

Who are the decision makers and influencers?

Are they more trusting or more sceptical?



Agree on the Outcomes

What do you want your audience to think at the end of your presentation?

How do you want your audience to feel at the end of your presentation?

In terms of a practical outcome, what would you like your audience to **do** as a result of listening to your presentation?

What other measures of success could you set for your presentation?



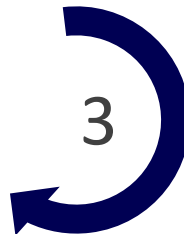
Develop Your Content

How widely have you sourced the content for your presentation?

What criteria are you using to sift and sort your content into your final draft?

If your content could be sorted into just a few themes, what would they be?

What evidence have you gathered to support the assertions you will make in your presentation?



Structure and Format

How easily can you articulate your topic and objective?

What do you need to say at the beginning to ensure your audience will be ready to listen to your presentation

What body content have you chosen to support each of your agenda items

For your summaries, what is a crisp way of capturing the essence of each agenda item?



Supporting Visuals

What if any visual aids do you have to support your presentation?

Once you have a list a few visual aids how will you filter out those that are not necessary?

Keeping in mind that **you** are the most important visual aid, what do you need to consider in your delivery to support your content?

