

ACC NCR Leadership Academy Module 7: Take-Aways

Planning Persuasive Presentations

Before you start creating slides, take 10 minutes to structure your content with your audience in mind:

Topic:

Audience:

Brainstorm:

What do you want the audience to do as a result of your presentation?

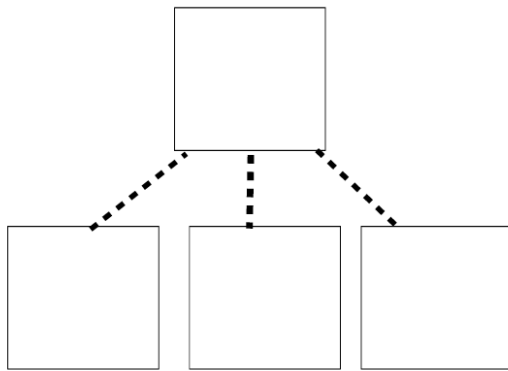


- What do they need to know?
- Why?
- What will it mean to them?
- Who should speak to this audience?
- Where will your audience be?
- How does your audience feel about this topic now?
- Why isn't this happening right now?

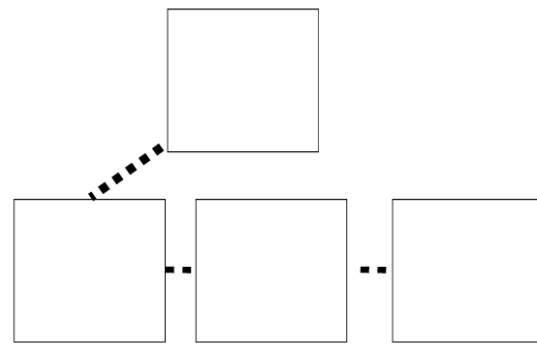
Main Theme: (what should they do and why should they do it?)

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Choose a Structure:



Groupings



Problem Solution

Develop Introduction

Remember:

- ⇒ Engage Immediately
- ⇒ Establish Credibility
- ⇒ Preview Your Theme

Develop Conclusion

Remember:

- ⇒ Summarize Key Points
- ⇒ Reinforce Theme
- ⇒ Use Emphasis

Create Visuals

Remember:

- ⇒ Create One Main Idea Per Slide
- ⇒ Make Titles Specific to the Theme of the Slide
- ⇒ Start Bulleted Lists with the Same Part of Speech

3 Steps to Making a Point:

- Develop a Claim
- Create Evidence to Support the Claim
- Reinforce the Claim