

## Module 7: Persuasive Presentation Development Worksheet

**Topic:**

**Audience:**

Brainstorm What You Know About Topic (on back)

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?

Go back to your brainstorming.

Circle the key points or pivotal conclusions that you think that your audience needs to know.

Are there any more points you don't need to cover?

What is Your One Main Theme? (What do you want your audience to do and why should they do it?)

List primary points here

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_

11) \_\_\_\_\_

12) \_\_\_\_\_

13) \_\_\_\_\_

14) \_\_\_\_\_

15) \_\_\_\_\_

## Organization Argument (audience is against or apathetic)

Problem  
(Situation, Complication,  
Question)  
Sets up Primary Problem and  
leads to the question your  
audience has

Solution

Recommendation  
What specifically should your  
audience do?

Is your audience supportive?

Structural (supportive audience, steps/navigation/reasons why/ways how)

Grouping 1

Grouping 2

Grouping 3

Presentation Area	Overall Point	Title for Slide (The What)	Evidence	So What?
Problem or Group One				
Solution or Group two				
Action Step/Recommendation or Group Three				

Develop Introduction

Develop Conclusion

Create Transitions