



## Presentation Strategy Checklist

The simple checklist should be the starting point for every presentation you ever make. Its purpose is to help you structure your presentation so your approach, content and proposition is absolutely relevant to your target audience and persuades them to take the desired action.

### 1. WHO ARE YOU TALKING TO?

The more intimate your understanding of your audience, the more you can tailor your presentation to appeal to them.

### 2. WHAT DO YOU WANT THEM TO DO?

At the end of your presentation, what action do you want them to take? How will you know if they have taken action or not?

### 3. WHY ARE YOU TALKING TO THEM?

Why should they listen to you? Are you an authority or expert? Do your credentials justify why they should take action?



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### 4. WHY SHOULD THEY TAKE ACTION?

People are motivated by self-interest. Why should they listen to you, what's in it for them?

### 5. WHAT EVIDENCE DO YOU HAVE TO PROVE YOUR CASE?

Do you have compelling proof that taking action will benefit them and even better, not taking action will disadvantage them?

### BE DISCIPLINED AND ALWAYS FOLLOW THE PROCESS

This checklist has been designed to be as simple as possible. Just five basic steps. It all seems very obvious but you'd be surprised how many people never even think to ask these questions. If you want to make your presentations more persuasive, then follow the process and most important of all, focus on who you are talking to and why they should take action.