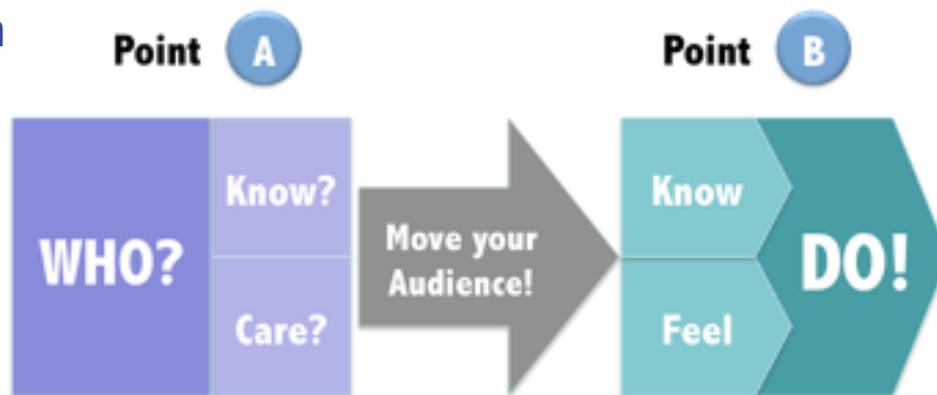


Planning and building your message is like a family road trip. If not done correctly, everyone will ask a lot of questions and you will lose their excitement. Keep this short-cut card handy to build your best message and watch your meetings or presentations IMPROVE!

Preparation



Defining Point A: Where are they today?

WHO: What are the demographics of your audience members?

KNOW: How much does the audience currently know about your subject?

CARE: How much does the audience care about your subject?

Defining Point B: Where are you going?

KNOW: What do I want the audience to understand, believe, or think about the presentation?

FEEL: How do I want the audience to feel about this information? Inspired? Worried? Confident? How do I want them to feel about me? My company? My department?

DO: What action do I want the audience to take as a result of the presentation?

Open with CABA

Credibility - Establish your credibility and good will. You can do this by sharing your experience. Share what you learned from the experience, not just what you did.

Attention - Get the attention and interest of your audience. You can do this by making a startling statement, quoting someone, arousing curiosity, posing a question or telling a story.

Body - Preview the body of the presentation. Let them know what you will be sharing.

Audience - Connect with the audience and show you care enough to learn more about them before you speak. Let them know how they will benefit from listening.

Remember, any CABA arrangement will work!

Close with MAS

Memorable - Leave the audience with something they will remember about your presentation. It can be a statistic, quote or story that creates a connection with the audience.

Action - Challenge the audience to act on the message of your presentation. It can be a decision or an action to perform. The call to action can be as simple as remembering a key point from the presentation.

Summary - Recap the purpose and key points of your presentation. You are telling the audience what you told them so your main idea is fresh on their mind.

Remember, any MAS arrangement will work!

Structure the Body

Choice of structure for a message is based on where the audience is today with regard to the topic and where you want to take them. The following 5 Quick-Start Models are extremely effective for business messaging.

Opening	Opening	Opening	Opening	Opening
What?	Situation	Good	Bucket #1	Step 1
Why?	Action	Bad	Bucket #2	Step 2
How?	Result	New	Bucket #3	Step 3
Closing	Closing	Closing	Closing	Closing

Use Transitions to Create Flow



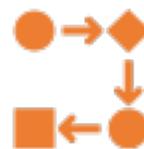
Sequential

Number, sequence, or process steps for the main points



Question

Ask the question and then answer with your next main point



Spatial

When the speaker moves topics around a space in a logical pattern



Statement

When the speaker uses a quote or statement to move topics