



Present Like A Pro!

Five Key Elements to Make Sure You Speak to Everyone!

1. Why does the listener need to listen to you? How will it solve his problem or better his life? Use this laddering technique to drill down to your values and beliefs:

Why?

Why?

Why?

Why?

Why?

Develop a statement of why your listener needs to know about your topic:

2. Share a metaphor or a story that illustrates why your listener needs to know this information. This could be a success story.

3. What facts support your information? Share the data, stats or research.

4. What questions might your listener have? List and answer those here.

5. How can you model this or provide an exercise?