

# 10 STEP PRESENTATION PLAN

|    |                                                                                                                                                                                                                                                                                                                                     |                                                                                          |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| 1  | <b>Impact Opening</b> (choose one)                                                                                                                                                                                                                                                                                                  | <b>Title:</b>                                                                            |
|    | <ul style="list-style-type: none"> <li>Ask a question<br/><i>Have you ever...?</i><br/><i>How would you... ?</i></li> <li>Quote some surprising figures<br/><i>Did you know...?</i></li> <li>Quote someone well known<br/><i>Gandhi once said...</i></li> <li>Use a newspaper headline<br/><i>Take a look at this...</i></li> </ul> | <b>Opening:</b>                                                                          |
|    |                                                                                                                                                                                                                                                                                                                                     |                                                                                          |
|    |                                                                                                                                                                                                                                                                                                                                     |                                                                                          |
| 2  | <b>Give the background to the problem</b> <ul style="list-style-type: none"> <li><i>OK. Some time ago, we were having difficulties with...</i></li> <li><i>We couldn't...</i></li> <li><i>And we weren't...</i></li> </ul>                                                                                                          | <b>Background</b> <ol style="list-style-type: none"> <li></li> <li></li> <li></li> </ol> |
| 3  | <b>Ask a rhetorical question</b> <ul style="list-style-type: none"> <li><i>So, what was wrong?</i></li> </ul>                                                                                                                                                                                                                       |                                                                                          |
| 4  | <b>Describe the problem</b> <ul style="list-style-type: none"> <li><i>At first, we didn't understand the problem, but...</i></li> </ul>                                                                                                                                                                                             | <b>Problem</b>                                                                           |
| 5  | <b>Describe its effects</b> <ul style="list-style-type: none"> <li><i>This was having an effect on ... as well as...and also....</i></li> </ul>                                                                                                                                                                                     | <b>Effects</b> <ol style="list-style-type: none"> <li></li> <li></li> <li></li> </ol>    |
| 6  | <b>Ask another rhetorical question</b> <ul style="list-style-type: none"> <li><i>So how did we deal with it?</i></li> </ul>                                                                                                                                                                                                         |                                                                                          |
| 7  | <b>Describe the action you took</b> <ul style="list-style-type: none"> <li><i>Well, basically, there were three things we had to do: Our first priority was to... The next thing was to... And, finally, we...</i></li> </ul>                                                                                                       | <b>Action</b> <ol style="list-style-type: none"> <li></li> <li></li> <li></li> </ol>     |
| 8  | <b>Ask a third rhetorical question</b> <ul style="list-style-type: none"> <li><i>The question is, did it work?</i></li> </ul>                                                                                                                                                                                                       |                                                                                          |
| 9  | <b>Describe the results (perhaps show a picture or a graph)</b> <ul style="list-style-type: none"> <li><i>Have a look at this.</i></li> <li><i>Here are the results.</i></li> <li><i>As you can see, the results...</i></li> </ul>                                                                                                  | <b>Results</b>                                                                           |
| 10 | <b>Close</b> <ul style="list-style-type: none"> <li><i>OK, I'm going to break off in a second and take questions.</i></li> <li><i>To sum up,...</i></li> <li><i>Thank you.</i></li> </ul>                                                                                                                                           | <b>Summary</b>                                                                           |