



NATIONAL COUNCIL FOR  
Community and Education Partnerships

# Delivering Effective Presentations

Become a Better Ambassador by Design  
Workshop Exercises

**1** Goals

**2** Audience #1

Audience #2

Audience #3

**3** Message Priority #1

Message Priority #2

Message Priority #3

Key Argument

Key Supporting Fact

Key Argument

Key Supporting Fact

Key Argument

Key Supporting Fact

## Step #1: Define Your Presentation Goals

<b>Presentation Topic:</b>					
<b>Target Audiences</b> <i>(no more than three):</i>					
<b>Cognitive</b>		<b>Affective</b>		<b>Behavioral</b>	
What do you want the audience <b>to know?</b>	What existing schemas or frameworks can you use to help them understand?	What do you want the audience <b>to think?</b>	What misconceptions or negative perceptions do you need to overcome?	What do you want the audience <b>to do?</b>	What risks or obstacles might dissuade or prevent them from acting?

Sources: Kotler, Heath & Heath

## Step #2: Understanding Your Audience

Presentation Topic:			
A.) Who are the most essential audiences to focus on?	B.) What makes them unique?	C.) Why will they care?	D.) What are the unique challenges they present?
<i>Think Return on Investment</i>	<i>Think Attitudes, Beliefs, &amp; Values</i>	<i>Think Benefits &amp; Solutions</i>	<i>Think Barriers &amp; Obstacles</i>
Priority #1			
Priority #2			
Priority #3			
E.) What are the key commonalities among the audiences?		F.) What are the insurmountable differences among the audiences?	

### Step #3: Define Your Messages

Presentation Topic:		
Core Messages & Takeaways	Key Arguments	Supporting Facts
Priority #1		
Priority #2		
Priority #3		