



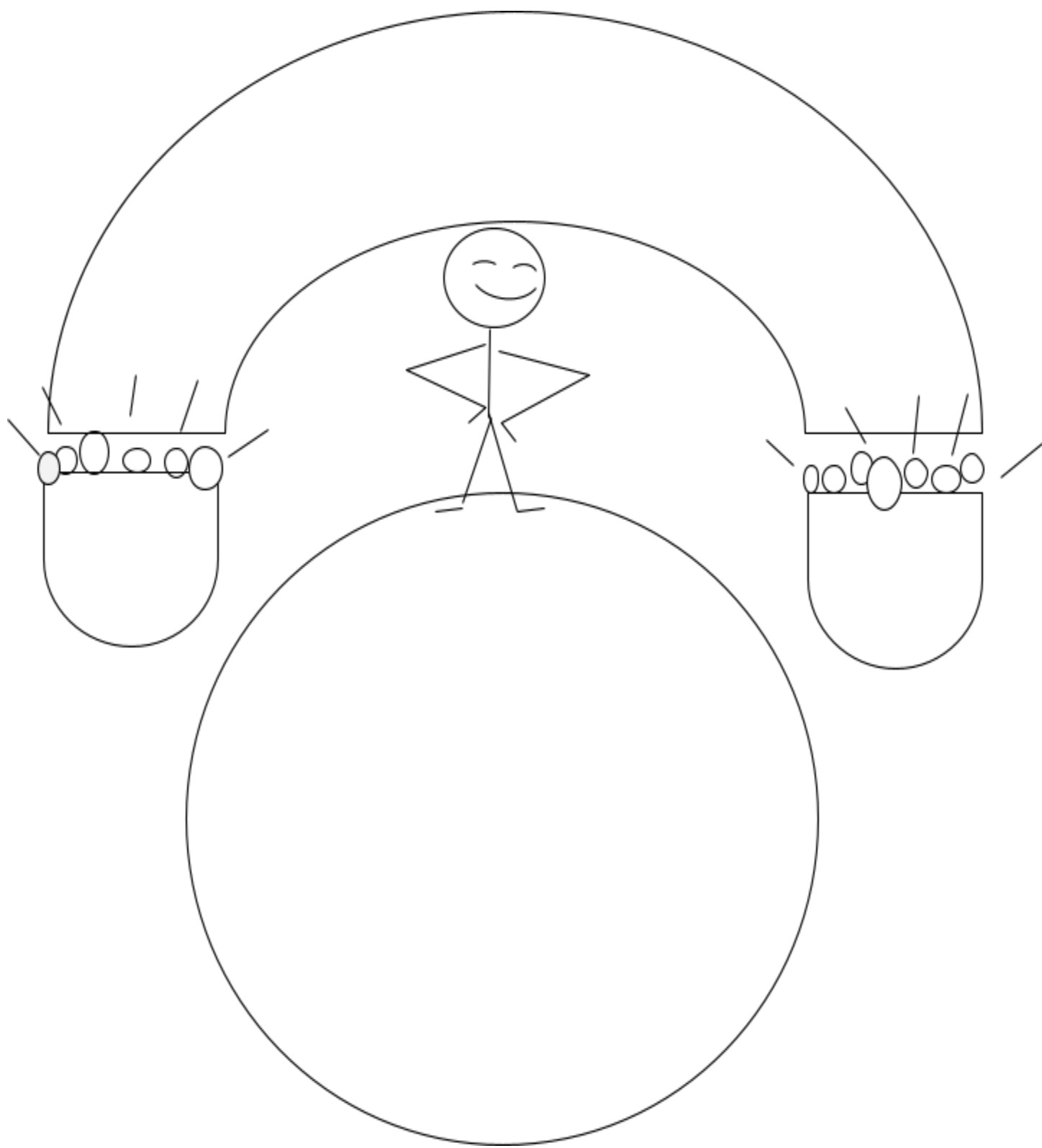
Presenting with Power

*Communicate To Your
Highest Potential!*

Presented by Eva DeVirgilis

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THE STRUCTURE OF A PRESENTATION

BACKGROUND NOTES Stuff to keep in mind but not say out loud.

Audience: (Who?) _____

Your Purpose in One Sentence _____

Audience should FEEL _____

Audience should DO (CTA) _____

THE PRESENTATION Stuff you'll say out loud.

INTRO

Hook _____

Desire/Problem/Big idea _____

Your Name/Credibility _____

MIDDLE/BODY

1. Main point _____

- *Back up each point with Evidence/ A personal story/ Play or Activity- No Exceptions!*

2. Main point _____

- *Back up each point with Evidence/ A personal story/ Play or Activity- No Exceptions!*

3. Main point _____

- *Back up each point with Evidence/ A personal story/ Play or Activity- No Exceptions!*

END/CONCLUSION

Wrap-Up Points & Re-incorporation of Hook _____

Call to Action (CTA) _____

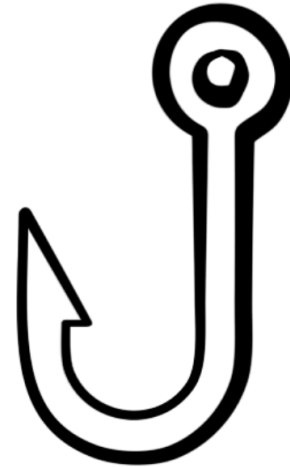
Q&A: Now is the time for Q & A, The closing remarks belong to you. Not your audience.

Final Statement (DTM) _____

Outline reference: *REAL WORLD PRESENTATIONS* by Dr. Aaron Anderson & David Leong

TYPES OF HOOKS

- Short engaging story
- Compelling question
- A shocking fact or statistic
- Compelling quote
- Evocative picture
- A challenge
- Unusual prop
- A video clip
- Humor
- Sound bite
- Interesting news clipping



ACTION VERBS FOR YOUR AUDIENCE

TO DO:

Advocate	Decide	Fund	Inspect	Maintain	Participate	Raise	Test
Assemble	Discuss	Gather	Inventory	Manage	Produce	Recommend	Troubleshoot
Award	Develop	Generate	Improve	Measure	Propose	Refine	Uncover
Begin	Enforce	Guide	Join	Modify	Project	Schedule	Update
Budget	Engage	Hire	Justify	Navigate	Purchase	Share	Wait
Buy	Educate	Host	Launch	Observe	Qualify	Strengthen	Withdraw
Change	Fine Tune	Identify	Locate	Organize	Quantify	Speak up	or anything else

TO FEEL:

Activated	Driven	Inspired	Surprised
Aligned	Enabled	Justified	Shocked
Assisted	Encouraged	Lightened	Scared
Authorized	Empowered	Mobilized	Stimulated
Bolstered	Enlightened	Nurtured	Stimulated
Cared for	Enlivened	Prepared	Supported
Challenged	Energized	Persuaded	Transformed
Comforted	Equipped	Reassured	Unified
Consoled	Excited	Resolved	Validated
Connected	Fortified	Revitalized	Warned
Convinced	Guided	Rejuvenated	Woody
Defended	Helped	Strengthened	Or anything else

BIG IDEA

Immediately after the Hook comes your Big Idea/Problem.

Now that you have their attention, tell them exactly why you are there. Clearly and succinctly.

EVERY _____

CAN _____

BY _____

Everyone can deliver a creative and dynamic presentation **by** using the 5 point structure Cornerstones of Communication.

*Courtesy of Patricia Fripp Executive Coach "Get what you want"