

## Planning comprehension

### The film

What do the experts consider the most important aspect of a presentation? Encouraged to be brief, it probably wouldn't be the length of the talk. Planning, rather than delivery, seems to be the key to great presentations. When many talk points don't fit, presenters struggle to make them relevant. When they do, however, they can make a difference.



Planning also involves being clear about what you want to say and how you want to say it. This includes knowing your audience, and the time and context in which you will speak. These factors affect the way you plan your presentation. When you understand your audience, you can tailor your message to suit their needs and interests.

Start by defining your purpose. Is it to inform or to persuade? What are the messages you want to get across? And who are the people you will be speaking to? Then decide what you would like to tell them. If you could have three minutes to speak, what would you say? If you had ten minutes, what would you say? If you had an hour, what would you say?

Once you have decided on the purpose:

1. Decide the basic outline of the talk.

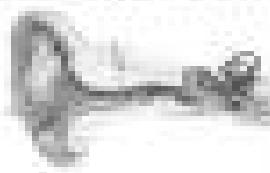
2. Decide the central answer: What is the value or message?

3. Decide what information you need to support the message.  
Illustrations  
• Visual aids  
• Case studies

4. Decide a title or name related to the topic.

5. Decide appropriate language to get the message out of the talk.

6. Decide what personal stories, feelings, experiences help the talk.



When you have decided on the basic outline, you can start to write the first draft of the talk. You may find it useful to write the introduction and conclusion first, as these are often the easiest parts to write.

When you have written the first draft, read it through and make changes as necessary. You may find it useful to ask someone else to read it and give you feedback.

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