

7 questions that need answers before making a memorable presentation



When you consider the influence and ability speakers have to change people's lives, you realise how important it is for speakers to know who they're speaking to so they can craft a message that serves their audience best. Here are **7 key questions to ask yourself as you prepare for your next big talk** so your message resonates with the most important people in the room - your audience.

Source: Inc

29 August 2017

TALKING: F-framework, K-kernel, L-list, P-presentation, S-strategy

To do list

What's up?

An effective presentation is more than the contents of the talk. It is important for speakers to know who they are speaking to.

What's new?



1

1. Who are they? You have to know some basic, yet important, information about the people you want to connect with: Who are they? What do they do? What's their income, level of education, race, religion, ethnicity, politics? ...



2

2. Who are you? What does your audience know about you? What qualities, interests or values do you share with them? Identify common ground so you can quickly establish rapport with your audience.



3

3. What's your audience's worldview? How do they see the world? What do they value? What do they stand for? What do they stand against? What shapes their reality?



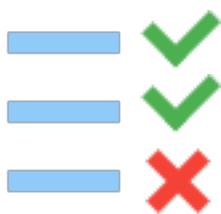
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4. How relevant is your topic to them?



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5. What do they already know about your topic? Sometimes, a topic is relevant to an audience but they don't know much about it which will require you to do some educating. At other times, they might be quite knowledgeable and resent being talked down to.



6

6. How much does the audience need to know? While you want to give enough information to make your case, you don't want to burden your audience with too much information so as to overwhelm them.



7

7. What objections do audience members have? Try to anticipate audience members' objections. Doing so shows that the speaker is aware of where the audience is coming from and understand their reservations.



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