TEN STEPS TO A POWERFUL PRESENTATION — THE BACK-STORY

(1) BRAINSTORMING AND RESEARCHING
- Was this thorough enough? What was missed and why?
- What procedures would make this more effective?
- What was the most powerful emotional argument?

(2) IDENTIFYING STRENGTHS AND WEAKNESSES
- Did these match your estimates?
- How did the participants’ reactions relate to these lists?

(3) CLASSIFYING PARTICIPANTS: THE FIVE POWER ARCHETYPES
- How did these groups affect the presentation?
- Did you convert reluctant persuadables? Any surprises? Why?
- Were any traders present and was the trade-off worth it?

(4) PRIORITIZING THE AUDIENCES
- Was the targeted group the most significant?
- What was the most compelling argument for them?

(5) WRITING SPEECH MATERIALS
- Any problems encountered?
- What was the weakest argument? How could it be made stronger?

(6) PRIMING PARTICIPANTS AND THE SOCIAL NETWORK
- How extensive and effective was priming?
- Which participants were receptive to priming?

(7) PRACTICING THE SPEECH
- How could you make practicing more effective?
- Which specific skills improved?

(8) RESPONDING IN REAL-TIME
- How interactive was the speech?
- Did you feel that you engaged others?
- What was the feedback and what actions did participants take?

(9) SPINNING THE KEY ISSUES
- How did networking affect the original issues?
- How could spin be done more effectively?

(10) DECONSTRUCTING THE SPEECH
- What discovery during this process surprised you?
- How can the arguments have more impact?
- How would you describe your anxiousness throughout the process?