

STEP 2

Purposeful Planning



Writing a presentation can be challenging. But if you make a plan, you can easily succeed!

In the last chapter, you discovered three things: your topic, your audience, and your message. Now you're ready to plan your oral presentation. Don't worry if you need to prepare a long presentation. Our suggestions will work for any time limit.

In this step, you'll make an outline for your presentation. The purpose of this outline is to organize your thoughts. A well-made outline shows a clear plan for the presentation and makes it easy to remember. Later, when you practice performing, the outline will be your best friend.

To make a great outline, you need to have:

Introduction

Main Points

Conclusion

Transitions



Guiding Questions

How do I organize my presentation?

How do I write my introduction?

How do I choose my main points?

How do I write my conclusion?

Key Terms



Hook A “hook” grabs your audience’s attention at the start of your presentation.

You should always start your introduction with a hook.



Punch A “punch” is a powerful sentence at the end of your presentation.

Usually, your punch will be the last line of your presentation.



Point A “point” is a main idea that supports your message.

Your presentation should have three points in the body.



Conclusion Clue A “conclusion clue” is a word or phrase that tells the audience that the presentation is almost over.

Because you used a conclusion clue, I knew exactly when you started your conclusion.



Transition A “transition” is a word or phrase that tells the audience you are moving to a new idea.

I like to use transition words like “next” or “then.”

Section 1 Introduction



Impressive Introductions

The first 15 seconds of your presentation are extremely important. In this time, you need to capture your audience's interest. If you don't, the audience may not pay attention.

Imagine two presenters. The first presenter says, "Good afternoon, and thank you for being here today." In contrast, the second presenter doesn't introduce himself. Instead, he begins by saying something surprising or interesting. Whose introduction is more exciting and memorable? The first presenter isn't memorable because self-introductions are easy to forget. But, the second speaker grabs attention by doing something unusual.

To capture your audience's interest, don't start your presentation with a greeting. Instead, begin your presentation with a hook. A hook grabs your audience's interest. There are two hook strategies for you to choose from:



Question Hook

Question hooks invite the audience to participate in the presentation. This makes the audience feel important. When your audience feels important, they are motivated to listen. Furthermore, question hooks focus your audience's attention on your topic.

EXAMPLE

Message: People's beliefs often change over time, but that doesn't mean you can't get along.

Question Hook: *Who here disagrees with their parents about something, like politics or fashion?*

Even when there is an expected answer, your question should make your audience think. In other words, the best question hooks are both easy to answer and thought-provoking. That's why you should always pause after a question hook. This gives your audience time to think. Moving too fast can confuse your audience.

Statement Hook

Statement hooks show confidence. They also motivate the audience to agree, disagree, or ask for more information. In all three cases, your audience reacts to what you said. This is exactly what you want. The reaction doesn't matter; it can be understanding, anger, or curiosity. In any case, your audience will be listening for more.

EXAMPLE

Message: If you seek out love, you will find it.

Statement Hook: *Moving to a new city was the most stressful time of my life; I felt lost, lonely, and unsupported.*

Activity 2.01 Writing Hooks

Using your message, write a question hook and a statement hook.

Question Hook:

Statement Hook: