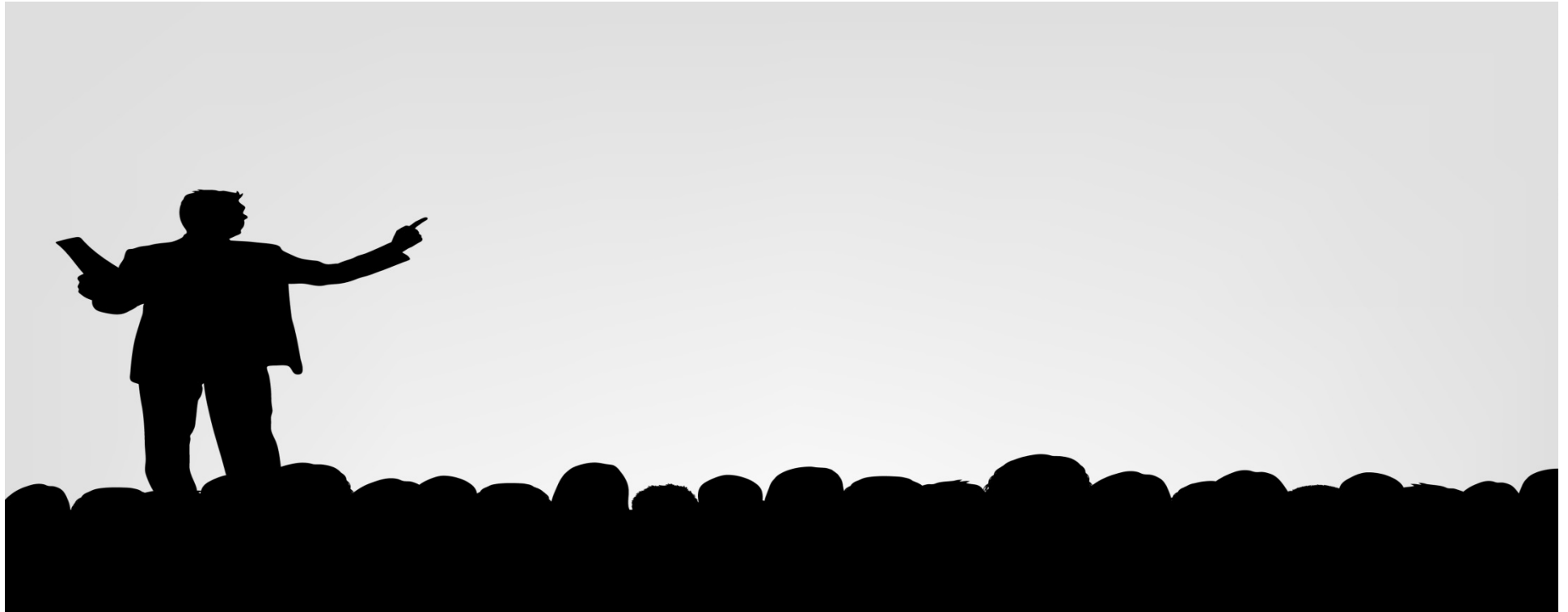


Powerful Presentations: 6 Steps to Success



Powerful Presentations

6 Steps to Success

Powerful Presentations: 6 Steps to Success helps students and professionals build their presentation skills by guiding them through a clear step by step process from creating a memorable message to delivering their presentation effectively. To help them through this process, each step provides:

- real-life examples for each learning point
- activities that let them practice each learning point
- an “Author’s Model” which shows how all of the presentation elements come together
- helpful expressions in each step that they can use in their presentations
- extra “Hints” that give students extra advice on how to make their presentations even more effective.

At a Glance

Step 1 Motivate with Your Message

You create a message that is the foundation of your presentation.

Step 2 Purposeful Planning

You create an outline that provides the framework for supporting your message.

Step 3 Successful Support

You add supporting details to your outline to make your points convincing.

Step 4 Dynamic Design

You learn what makes effective visual aids and how to create them.

Step 5 Performing with Power

You learn how to connect with your audience through movement and gestures.

Step 6 From Uncertain to Unstoppable

You learn how to handle stage fright and practical problems that frequently occur.

Powerful Presentations: 6 Steps to Success

Teacher's Notes

Step 1

Dear Teacher,

The intention of these Teacher's Notes is simply to provide you with ideas we have found to work in the classroom when we use the book. For each page of Step 1, you will find:

1. **Warm-up Question** – a simple question that gets the students thinking and, perhaps, talking.
2. **Pre-Teaching** – concepts students might need to understand before engaging the material
3. **Questions to Anticipate** – Questions from students we have encountered
4. **Talking Points** – This section is meant to provide useful language you can use if you find it useful and appropriate. It is phrased as “teacher talk”. If you don't find the style of the language useful, you might find the content useful.
5. **Communicative Activity** – This activity allows students to interact with one another using the concept(s) explored in that section (one activity per section).

Thank you,

Carl, Jenelle and Josiah

POWERFUL PRESENTATIONS

6 STEPS TO SUCCESS



CARL DUSTHIMER

JENELLE WAGONER

JOSIAH WAGONER

As the saying goes, “Every journey begins with the first step.”

Today we are going to begin Step 1.

Let’s look at how to create a message that is the foundation for your presentation.

Warm Up Activity (Optional)

WARM UP

Brainstorm

Purpose: To get the students thinking and talking about their experience (or lack thereof) with presentations. They can share their experiences, worries and what they hope to learn.

Description: Students get into small groups (3-4) and answer the following questions. Then each group can share their thoughts with the class.
Example questions:

What do you already know about presentations?

What do you want to learn about presentations?

What are you excited about?

What are you worried about?

Note: Teacher can use this as an opportunity for students to summarize what their group talked about. Each student summarizes about one question.

STEP 1

Motivate with Your Message



Does the idea of giving a presentation scare you? If you are like most people, your answer is "yes." The most common fear around the world is public speaking. So don't be ashamed or embarrassed. Be proud that you are starting to overcome it!

Your first step will be to develop a memorable message. A message states what your presentation is about.

This step will help you to develop your message.

**To focus your message in a powerful way
you need to think about four things:**



Warm Up Question

What is a common type of message that we use in our lives? When do you give a message or leave a message? Whom do you give a message to?

What is "public speaking"? (also covered in optional activities for this step)

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- "message in a bottle"

Question to Anticipate

- Why do I need a message? (I thought presentations were about giving information.)

Talking Points

What is a presentation?

How many presentations have you seen?

Think about the best one you remember.

What do you remember most about that one?

Most people remember one main idea about a presentation. And that main idea is usually in the form of a "message" that is designed to be easy to remember.

Key point: The message is the CORE or KEY of your presentation.

Guiding Questions

What is my topic?

What is the purpose of my speech?

Who is my audience?

What is the message of my presentation?

Key Terms

Purpose Your “purpose” is your reason for speaking. The three most common purposes are to inform, to persuade, and to inspire.

Message Your “message” is an idea people should remember about your presentation. The best messages are clear, concise, and tell the audience how they’ll benefit from listening to your presentation.

Takeaway A “takeaway” is a short phrase that helps the audience. A takeaway helps your audience to remember your message after your presentation is finished.

Persuade To “persuade” means to convince someone to agree with you. You can persuade your audience by sharing stories and using statistics.

Inspire To “inspire” means to motivate someone to do something. If you truly inspire your audience, they will follow your advice and try something new.

Step 1: Motivate with Your Message

Warm Up Question

- What do people (or you) remember most about presentations?
- What do you want to present about?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- benefit
- motivate
- statistics

Questions to Anticipate

- What is the difference between “message” and “takeaway”?
- What is the difference between persuade and inspire?

Talking Points

Look at the Guiding Questions. We will answer these questions as we go through this Step.

Purpose: What is your purpose in this class? Why are you here?

Message: What is something important to you? Make one sentence about that and tell the person next to you.

Takeaway: Have you ever been to McDonalds? KFC? Sometimes you can get “take out”, right? It’s the same concept here.

Inspire: Who inspires you? What inspires you? Why?

Persuade: Finish this sentence: One time my friend persuaded me to

_____.
What happened?

Section 1 Choosing a Topic



How to Choose a Topic

Every presentation begins as a topic. The topic of your presentation is the general focus. Choose your topic carefully. Some topics are easier to talk about than others. To make sure that you choose an easy topic to talk about, follow three guidelines.

Choose a Topic:



Warm Up Question

What is “passion”? What do you feel passionate (or very strongly) about?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- passion
- valuable

Questions to Anticipate

- How can I tell what topics are “good”?
- What if I don’t feel passionate about my topic?

Talking Points

Choosing Your Topic – Three things to consider:

Passionate about – Why?

(this is because you naturally want to know more AND you want others to know more about that topic, which excites you)

Know a lot about – Why?

if you know a lot about something already, it requires less effort (or research) to prepare for your presentation (become an expert). It also means you are probably already interested in that topic!

Valuable to your audience – Why? if your topic is valuable, or your audience is naturally interested in your topic, they will WANT to listen to you. If your audience does not already have an interest in your topic, you must show them, at the beginning of your presentation, that your topic IS interesting or valuable to them.

Presentations are easier when you like your topic. They are also easier when you know a lot about your topic. This will lower your nervousness. You will also feel less nervous if your audience wants to listen. That's why it's important to choose a helpful topic. Audiences listen better if they think your presentation will benefit them.

Activity 1.01 Topics You Know About

Circle two topics you know about. For each topic, brainstorm two subtopics that you know about.

Education Science Music Technology Literature Business

It's important to choose a topic that is not too big and not too small. Why? A topic that's too big is hard to talk about. You won't have time to include interesting details. A topic that's too small is hard to understand. Your audience won't understand the details if they're not already experts. To choose a topic that is not too big and not too small, you should narrow your topic two times.

Education

Classroom
Management

Managing High
School Students



Music

Singing

Controlling
Stage Fright

Activity 1.02: Discover Your Message

Choose two topics you want to speak about. Narrow each topic two times.

Topic 1: _____ Topic 2: _____

Narrow 1: _____ Narrow 1: _____

Narrow 2: _____ Narrow 2: _____

Now that you've narrowed your topics, choose one. This will be the topic you develop in this book.

My Topic Is: _____

Warm Up Questions

What is something you know that you want to tell others about?

What are your favorite things to talk about?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- broad - narrow
- expert

Questions to Anticipate

- Why do I need to narrow my topic?
- How do I know if my topic is narrow enough?

Talking Points

What topics are best for a presentation?

- It totally depends on YOU and your AUDIENCE.
- Anything can be amazing. Part of your job as a presenter is to think of ways to make your topic "come to life" (be exciting) for the audience.

For now we are trying to narrow your topic to something that "seems" manageable. We can continue to narrow your topic as we work through this step.

Section 1 Activity (Optional)

Find Your Topic Set

Purpose: To help students understand how to narrow topics to a manageable size.

Description: There are 6 sets of three topics. Each set has a broad topic, a medium range topic and a narrow topic. Students will get one topic. They have to find the other students with topics that belong in their “set”. Then they should order themselves from “broad” to “narrow”.

See possible topic sets on the next page.

For lower level speakers: Students can simply ask each other, “What is your topic?” and respond with, “Oh, my topic is different.” or “OK. My topic is similar. It’s _____.”

For higher level speakers: Students should ask another student to “Tell me about your topic.” The other students should not say directly what their topic is. They should “talk about” their topic until they can guess what the topic is.

Possible Topic Sets

Economics --> Taxes --> Cigarette tax

Fashion --> Luxury brands --> Prada

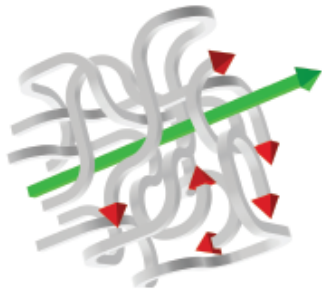
Performing Arts --> Dancing --> Ballet

Chemistry --> Organic chemistry --> DNA

Culture --> Holidays --> Lunar New Year

Religion --> Hinduism --> Reincarnation

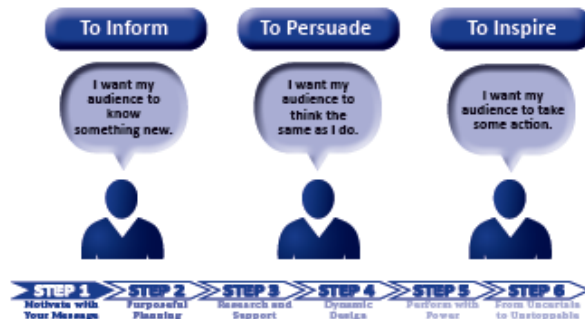
Section 2 Finding Your Purpose



What Is Your Purpose?

Your purpose is your reason for speaking. You should always identify your purpose before preparing your presentation. Why? The information you include in your presentation will depend on your purpose. In addition, when you know your purpose, you can more easily communicate your presentation goals to the audience.

The three most common purposes are to inform, to persuade, and to inspire. In this section, you'll learn what information to include for each of these presentation purposes. Then you'll discover your purpose.



Warm Up Question

Why do we talk with our friends? Why do we talk to our parents?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- goal
- inform, persuade, inspire

Questions to Anticipate

- What about entertaining?
- Can we have two purposes?

Talking Points

Let's look at why we talk to each other. OK, everyone. Please read page 11 as quickly as you can.

Now look at these scrambled letters (Teacher writes on the board):

n o w k t h i n g s o m e w e n

What is this purpose? What is something you want your friends to know?

k n i h t h t e m e s a

What is this purpose? What would you like your parents to think differently about?

e k a t e m o s t l o n a c

What is this purpose? What is something people should do to make the world better?

Let's find your purpose!

Informative Presentations

The purpose of an informative presentation is to share information. You don't try to change your audience's thinking or motivate them to do something. You simply want your audience to learn something new.

Most presentations are informative presentations. For example, school lectures are usually informative presentations.



EXAMPLE

1. How to Study Effectively
2. The Cycle of Poverty
3. Unemployment Among Young Adults

Persuasive Presentations

The purpose of a persuasive presentation is to convince your audience of something. You want your audience to agree with you.

Like informative presentations, persuasive presentations usually involve some information sharing. However, informative presentations are unbiased; this means neither side is preferred. In persuasive presentations, you do prefer one side. You emphasize the strengths of one side over the other. This convinces your audience to agree with you.



EXAMPLE

1. Study Breaks Are Helpful
2. School Uniforms Should Be Banned
3. Living in the Countryside Is Better Than Living in the City

Inspirational Presentations

The purpose of an inspirational presentation is to motivate your audience. This is a key difference between persuasive and inspirational presentations. Persuasive presentations only try to change thinking. Inspirational presentations motivate the audience to do something.

We use emotions to motivate others. This is another key feature. Everything you say should cause an emotional reaction in your audience.



EXAMPLE

1. Study Breaks Can Renew Your Motivation!
2. Think Positively
3. Become a Mentor

Warm Up Question

Who do you usually get information from?

Who wants you to change your mind?

Who wants you to do something (take some kind of action)?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- convince
- motivate
- emotional reaction

Questions to Anticipate

- Do I have to have only one purpose?
- What's the difference between "persuade" and "inspire"?

Talking Points

Let's make sure we have an understanding of the three purposes.

Everybody, please read the short descriptions and the examples. OK everyone. Close your books! When I read an example, I want you to tell me the purpose.

Who do you think might give the difference types of presentations:

informative? (teachers, professors, engineers, scientists etc)

persuasive? (politicians, bosses, parents, companies (in advertising))

inspirational? (religious leaders, politicians, (social) activists)

Activity 1.03 Presentation Purpose

What is the purpose of each topic? Circle it. The first has been done for you.

1. You Should Volunteer Once a Month

To Inform	To Persuade	To Inspire
-----------	-------------	------------

2. The Impact of Volunteering in Our Community

To Inform	To Persuade	To Inspire
-----------	-------------	------------

3. You Can Make a Difference as a Volunteer!

To Inform	To Persuade	To Inspire
-----------	-------------	------------

4. How to Make Friends

To Inform	To Persuade	To Inspire
-----------	-------------	------------

5. Make the World a Better Place!

To Inform	To Persuade	To Inspire
-----------	-------------	------------

Now you know the different presentation purposes. Think about your topic. What will your purpose be: to inform, to persuade, or to inspire? Choose one of these purposes.

My Purpose Is...

To Inform	To Persuade	To Inspire
-----------	-------------	------------



Warm Up Questions

Who do you usually get information from?

Who wants you to change your mind?

Who wants you to do something (take some kind of action)?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- volunteer
- impact
- community

Questions to Anticipate (same as previous page)

- Do I have to have only one purpose?
- What's the difference between "persuade" and "inspire"?

Doing the Activity

Everyone, please look at Activity 1.03

There are 5 topics there. Look at each and circle the purpose.

Talking Point

Optional: Work with a partner. Compare answers and give reasons for your decisions. NOTE: In some cases there can be more than one answer. Your purpose often depends on the perspective (point of view) to choose to take.

Section 2 Activity (Optional)

Discovering Your Purpose

Purpose: To help students discover the purpose for their presentation.

Description: This is a simple activity where students work on their own. Ask the students to think about their topic. Write the questions below up on the board (or dictate them to the students). Students should think about each of the questions, but only long enough to realize which is easiest to answer. That question (the easiest to answer) shows them the purpose for their presentation.

What do I want my audience to **know**?

What do I want my audience to **believe**?

What do I want my audience to **do**?

Extension: If you want to spend more time on “purpose”, you can ask students to get into groups of three where there is one person with each purpose. They can then practice asking and answering the questions (above). Finally, each member of the group can report to the class about another group member using a simple sentence like: “__(person’s name)___ wants his/her audience to

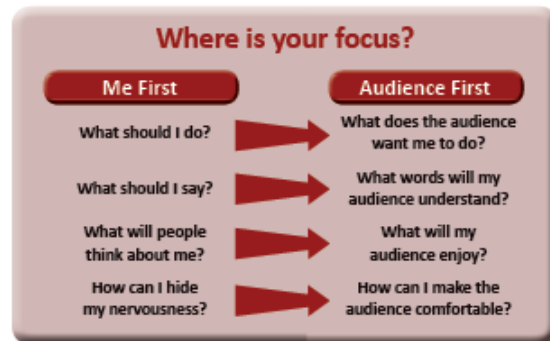
_____.”

Section 3 **Knowing Your Audience**



Anticipate Your Audience

Naturally, you care about your topic. How about your audience? Great presenters think about the audience first. When you think of your audience first, you are more interesting and convincing. Thinking of your audience first shows you care about them. This helps you to connect emotionally with them. Then your audience will want to listen.



Step 1: Motivate with Your Message

Warm Up Questions

Why do you go to a presentation? Why do you go to another event (like a concert or a special lecture)?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- convince (convincing)
- connect (emotionally, intellectually)

Questions to Anticipate

- My audience is my classmates? Why do I need to think about it? I already know them.
- What if I don't know who my audience will be?

Talking Points

Think about your audience. This semester, who will be your audience?

Answer the four questions in "Where is your focus"

Now let's look to the future. Who might be your audience later?

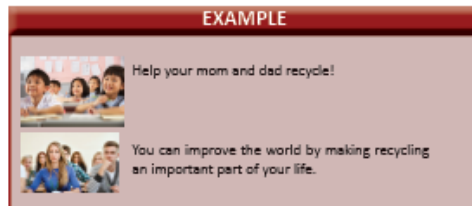
Now, answer the four questions again.

Optional: There is an English saying about this. See if you can figure it out (unscramble the words):

yourself shoes someone else's in put

Who Is Your Audience?

It's important to meet your audience's needs. That's why you need to know who your audience is. Start by asking questions to learn about your audience. On average, how old is your audience? Is the number of men and women balanced? What is the average education level?



Knowing your audience also shows you how you are similar to and different from them. Knowing this can help you to build a positive relationship with your audience and avoid distrust. Point out similarities to build a positive relationship. Be honest about differences to build trust.

Activity 1.04 Who Is Your Audience?

Who is your audience? Answer the questions below to find out.

1. Is my audience younger, the same age, or older than me?
☐ Younger ☐ Same Age ☐ Older
2. Does my audience have less, the same, or more education than me?
☐ Less Education ☐ Same Education ☐ More Education
3. Is my audience the same nationality as me?
☐ Same Nationality ☐ Different Nationality
4. What do I have in common with my audience?
☐ Job ☐ Religion ☐ Health ☐ Hobbies ☐ Goals ☐ Other: _____
5. How much does my audience already know about my presentation topic?
☐ Not Much ☐ A Little ☐ Average ☐ A Lot ☐ Experts
6. Will my audience agree with my topic?
☐ Strong agreement ☐ Some agreement ☐ No opinion
☐ Some disagreement ☐ Strong disagreement



Warm Up Questions

How do you talk to children? Why?

How do you talk to people in high positions (like bosses)? Why?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- balanced
- education level

Questions to Anticipate

- Why do I need to have a relationship with my audience?
- How can I find out about my audience?

Talking Points

Who do you trust?

Why do you believe some people and not others?

Relationships are important because our lives are built around them. And, though we only spend a relatively short amount of time with our audience, we have to create a relationship with them. Those relationships can only happen if we somehow connect with our audience. In order to connect with your audience it helps to know as much about them as you can.

Who is the audience for your presentation this semester?

Answer the questions in Activity 1.04.

Who will the audience be if you give your presentation after the semester?

Answer the questions in Activity 1.04 for that group.

Working with Your Audience



Activity 1.05 Overcoming Differences with Your Audience

Below are some possible differences between you and your audience. How can you acknowledge each difference? Choose from the phrases provided below. The first problem has been done for you.

You are much younger than your audience.

C

A. I'm not here today to prove that I am an expert. I am here today to help each of you get closer to becoming experts yourselves.

You are from a different culture than your audience.

B. We have different ideas about the world. Sometimes, that can be frustrating. It's okay if you don't agree with me. I just want to help you learn something new.

You know a lot more about your topic than your audience.

C. Who here wants to save more money? This was one of my goals last year. Regardless of age, we all need money to survive.

Activity 1.06 Presentation Likes and Dislikes

Write the following in the correct column.

Clear Message

Disorganization

Monotone Speech

No Examples

Audience Participation

Knowledge and Passion

Great in Presentations

Bad in Presentations

Step 1: Motivate with Your Message

Warm Up Questions

Why do you like your friends? What personality trait is most important to you when you meet someone new?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- overcome
- Monotone

Questions to Anticipate

- What do I do if I ask a question that my audience doesn't know the answer to?
- What if my audience gives me an answer that I don't expect?

Talking Points

People can feel nervous or uncomfortable during discussions or when at presentations when that have pre-conceived ideas about something. But when a presenter is honest and not afraid to talk about those things, people become more comfortable. So honesty and openness are very important for a presenter.

We know that "connecting" with the audience is really important. It's important to recognize that presenters can (and should) make connections with people in the audience who think differently than them. We are seldom in places where everyone thinks the same. So we should recognize this, point out our differences, and celebrate them.

Optional Activity: Have students get into groups and look at the picture on the following page. Each group should make a list of all of the differences they can find among the people in the picture. Even the smallest differences count. The group who finds the most differences wins.

Note: For small classes, this can be done as individuals.

For Optional Activity from previous page



Section 3 Activity (Optional)

One Unique Experience

Purpose: To help students get to know their audience (classmates) and to understand that knowing your audience can help make a better presentation.

Description: Give students a small blank piece of paper. Ask the question: “What is a unique experience that you have had?” OR “What is something unique about you?” Students should write one sentence describing an experience they have had that no one else in the room has experienced. Some examples might be:

I’ve read Harry Potter 30 times.

I almost died in a car accident.

I’ve travelled to 25 different countries

Then collect the written experiences, mix them up, and read each aloud. The class needs to guess/vote who has had each experience.

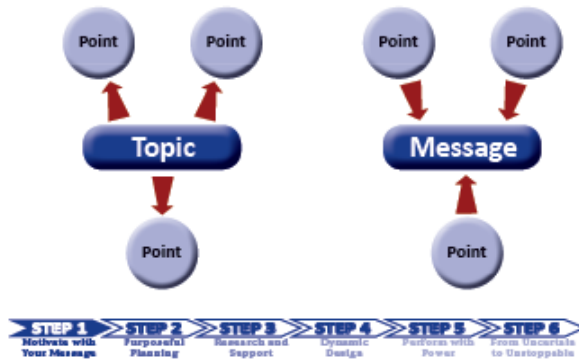
Alternative: You can also mix them up and distribute the papers to the class and have the students read them aloud. Be careful not to give any student their own paper.

Section 4 **Discovering Your Message**



Why You Need a Message

So far, you have discovered your topic and your purpose. You've also learned about your audience. Now you're going to discover your message. Your message allows you to share your topic and purpose with your audience in a memorable way. They need to know the goals of your presentation. Your message is the best way to give this information to them. But a message is much different than a topic.



Warm Up Question

If you could write one sentence that the whole world would read, what would you say?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- treasure chest
- discover (as compared to “explore”)

Questions to Anticipate

- What is the difference between a topic and a message? (dealt with on next page)
- How long can my message be? Can it be longer than one sentence?

Talking Points

Remember, your message is the foundation of your presentation. It's OK to take some time to get your message just right. Everything you say in your presentations should relate to your message.

So, in this section we're going to look at some examples and do some activities that will help discover your message.

Important concept - In the diagram at the bottom you can see that your points come from your topic. But all of your points have to refer back to your message. They all support your message.

Topics Versus Messages

Some people believe their message and topic are the same. This isn't true. Your message is much more than just your topic. Your message is an idea people should remember about your presentation. For example, "cell phone laws" is a topic, but "Drivers should not be allowed to use cell phones" is a message.

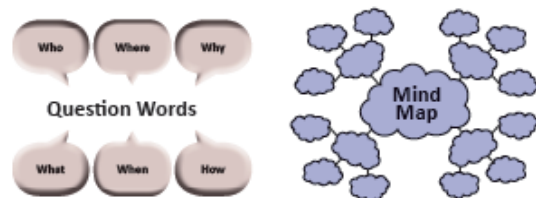
EXAMPLE	
Topic: Reading	Message: Reading improves language acquisition and language use.
Topic: Study Breaks	Message: Taking a break from studying improves your concentration and memory.
Topic: International Travel	Message: When you travel internationally, you become a better global citizen.

Activity 1.07 Writing Messages

Topic: Volunteering	Message:
Topic: Learning English	Message:

How to Find Your Message

To discover your message, you'll need to think about it. The best way to do this is to pre-write. Pre-writing is like brainstorming. Your goal is to generate as many ideas as possible. Below are two strategies for pre-writing. Let's use them to move from your topic to your message.



Step 1: Motivate with Your Message

Warm Up Question

What is a message about you? Think for a moment. YOU are the topic. What is one thing you would like people to know about you? Write one sentence.

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- pre-writing
- brainstorming
- strategy

Questions to Anticipate

- How do I find my message??

Talking Points

A topic and a message are different. Your topic is broad and vague. Your message is specific and memorable.

Which is better:

A: What did you get from the presentation?

B: She talked about getting a job.

OR

A: What did you get from the presentation?

B: She said the best way to get a job is to know the company, show a positive attitude and be enthusiastic.

See the difference?

Let's look at the examples and practice.

Now we're going to discover your message. Read the bottom section about question words & mind maps.

Brainstorming with Question Words

For this strategy, you answer six basic questions: who, what, when, where, why, and how. This strategy helps you to think more deeply about your presentation. This will help you to generate ideas. Later, it will help you to develop and focus your message.

EXAMPLE		
What	Why	How
What is my presentation about?	Why am I giving this presentation?	How do I want the audience to feel about my message?

Activity 1.08 Using Question Words

Write a question for each of the question words.

1. Who
2. What
3. When
4. Where
5. Why
6. How



Warm Up Question

When you don't know something, what do you do?

Hint: It's the basis for all of education.

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- strategy
- brainstorming

Questions to Anticipate

- How do questions help me find my message?
- What if I can't think of a question for each question word?

Talking Points

Whenever you have a problem thinking of ideas, you should ask yourself one of these six questions. If you can answer just a couple of them, it will lead you in the right direction.

Can anyone think of a problem or an issue where these question words can't help you?

OK. Let's read the examples and do Activity 1.08.

Who can give me a

Who question

What question

Where question

When question

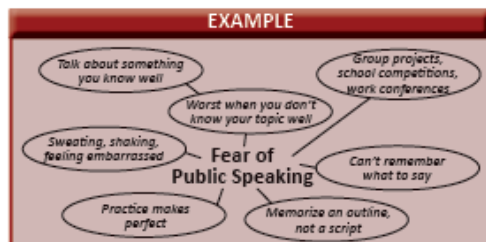
Why question

How question

Brainstorming with Mind Maps

When you create a mind map, you brainstorm as much as possible. You write anything and everything that comes to mind. You don't judge the quality of your ideas. You don't worry about spelling or vocabulary. Your only goal is to write down as many ideas as possible.

Also, when you create a mind map, set a time limit. The limit should be between five and ten minutes. You should brainstorm without stopping. When you are finished, circle or highlight any good ideas.



Activity 1.09 Create a Mind Map

Step 1: Motivate with Your Message

Warm Up Question

Do you like being surprised? Why or why not?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- brainstorming
- mind map
- limit
- highlight

Questions to Anticipate

- What do I do if I can't think of any good ideas?

Talking Points

Why is brainstorming important? Most people are worried about being wrong. That's why most people don't raise their hand when a teacher asks a question. That's natural so don't worry. But we need to find a way to let our brains think without worrying about being wrong. This is why we do brainstorming. We are telling our brains, "Don't worry!"

Optional Activity: Teacher writes a topic on the board. Working individually (or in groups for lower level or shy students), students write down as many words related to the topic as they can in 60 seconds (or some other short period of time)

Activity 1.09

OK. So brainstorm some possible points and write them in the circles. Think of as many as you can.

REMEMBER: Don't worry if your ideas are good or bad. Now it doesn't matter. Just write ANYTHING!

What is the purpose of your presentation: to inform, to persuade, or to inspire? Circle one of the options in the table below. Then answer the questions in that column to discover your message.

Inform	Persuade	Inspire
What do you want your audience to know after your presentation?	What do you want your audience to believe after your presentation?	What do you want your audience to do after your presentation?
OR	OR	
How will knowing this benefit your audience?	How will thinking this way benefit your audience?	How will doing this benefit your audience?

Use your answers to create a one sentence message.

My Message:

Don't worry. You can revise your message as we continue.

Write a Takeaway

A takeaway is a short phrase that helps the audience remember your message. Takeaways are catchy and stick in the minds of the audience long after you are finished speaking. It's easy to make a great takeaway using the rules below.

Takeaways Always Are

Less Than 10 Words

Easy to Remember

Takeaways Sometimes Have

Repeated Words
Example: happy mind, happy self

Rhyming Words
Example: with your best, beat the rest

Alliteration
Example: live long, live loud

EXAMPLE

Message	Takeaway
1. You are fine just the way you are and don't need to change. 2. Giving a little each month to charity can help hungry people get food.	1. Just be you! 2. A dollar a day keeps hunger away.

Activity 1.11 Evaluating Takeaways

Read each takeaway. Circle the good points. Write an X on the parts not included.

1. Make yourself indispensable.

Short

Easy to Remember

Repeated Words

Rhyme

Alliteration

2. Live long, live loud.

Short

Easy to Remember

Repeated Words

Rhyme

Alliteration

3. Light your fire with desire.

Short

Easy to Remember

Repeated Words

Rhyme

Alliteration

4. Be a friend until the end.

Short

Easy to Remember

Repeated Words

Rhyme

Alliteration

Step 1: Motivate with Your Message

Warm Up Question

Imagine you go shopping. When you walk out of a store, what do you take with you? Why do you take that away from the store?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- catchy
- stick in one's mind

Questions to Anticipate

- Why do I need a message AND a takeaway?

Talking Points

In a presentation, no matter what our purpose, we give our audience a lot of information. And as presenters, we always want our audience to remember what we say. So we have to give them information in ways that are easy to remember.

A message is usually one sentence and it carries our main idea. But it is helpful to create something that will help our audience remember that message (that idea). A TAKEAWAY carries the same (or very similar) meaning as our message, but we use some language tricks to help people remember is easily.

Let's look.

See how the takeaway is really easy to remember? It's like a company slogan. Do you know what Nike's slogan is?

Teacher can introduce other slogans from companies or other organizations.

OK. Let's do Activity 1.11

Activity 1.12 Turn It into a Takeaway

Message: You will have more opportunities in life if you say "yes" to people.

Takeaway: *Say yes!*

Message: Positive thinking can help you to be happy.

Takeaway: *Happy mind, happy self*

1. Message: Exercising for 20 minutes a day can help you stay healthy.

Takeaway:

2. Message: Reading every day can make you an expert in just a few years.

Takeaway:

3. Message: Eating dinner together helps a family stay close.

Takeaway:

Activity 1.13 Writing Takeaways

Using your message from Activity 1.10, write three different takeaways.

1.

2.

3.



Simply extend the concepts from previous page and do the activities on page 22 as reinforcement.

OK. Let's practice writing some takeaways!

Get into groups of 3 or 4. Each person should write takeaways for each message in Activity 1.12. Then compare with your group members and see who has the best.

Now, look at Activity 1.13. Think of **your** message and write three takeaways. Then you can choose the best one for your presentation.

Section 4 Activity (Optional)

Dice Messages

Purpose: Give students practice at creating messages for a presentation.

Description: Students work in groups of four. Three students roll a die once. The first determines the purpose, second the topic, and the third the audience. The fourth student then writes a message that fits purpose, topic, and audience.

Purposes: 1 or 2 = informative, 3 or 4 = persuasive, 5 or 6 = inspirational

Possible Topics: 1 = sports, 2 = celebrities, 3 = internet, 4 = taking tests, 5 = fashion, 6 = recycling

Possible Audiences: 1 = high school students, 2 = classmates, 3 = employer, 4 = parents, 5 = children, 6 = older women (grandmothers)

Extension: Students then circulate the room to share messages with each other and must guess each other's purposes, topics, and audiences.

If you or your students don't have dice, you can use this web site instead:

<https://www.random.org/dice/>

For Lower Level Students: Do the first part of the activity with a partner.

Section 5 Step Summary

Congratulations! You now know your topic, your purpose, and your audience. Best of all, you have developed your message! Before you continue, write your message and takeaway below. Then it will be easy for you to reference. Also, be sure to take some notes about your topic, purpose, and audience. You can use the Author's Model as a guide.

My Message:

My Takeaway:

Warm Up Question

Do you ever change your mind? When? Why do you change your mind?

Pre-Teaching

Students need to be familiar with the following terms and concepts:

- reference

Questions to Anticipate

- Can I change my message and/or my takeaway later?

Talking Points

Until you actually give your presentation, you will want to and need to make changes. That is very normal. It's called the process of revision.

For now though, we are almost there!

On this page, just write your MESSAGE and TAKEAWAY.

Good Job!

Author's Model

My Topic:
Eat Healthily

My Purpose:
Persuasive

My Audience Description:

My audience consists of white-collar employees. They work 40 to 50 hours a week. Their jobs don't require much physical effort. Most of them are between 30 and 60 years old. Most of them have a Bachelor's degree.

They know an average amount about my topic. The balance of men and women doesn't matter.

My Message:

When you eat healthily, you empower yourself professionally.

My Takeaway:

Eat your way to the top!

My Presentation

My Topic:

My Purpose:

My Audience Description:

My Message:

My Takeaway:



Here is the Author's Model and "Your Presentation" next to each other. You can look at the Author's Model as you complete the information your presentation.

Review Game

Here's how to play: Get in a group. The first player spins two coins.



Move forward
one space.

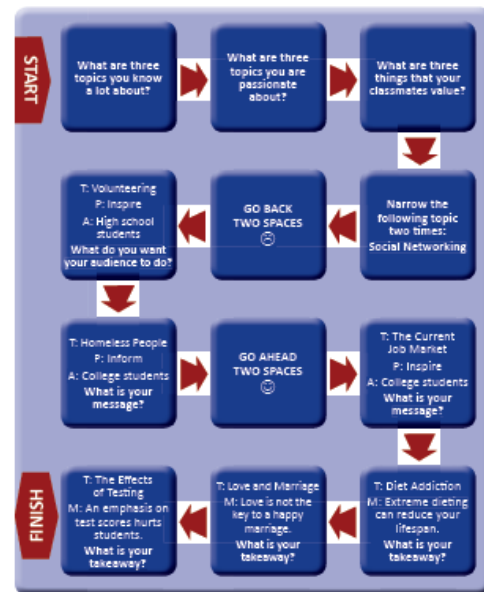


Move forward
two spaces.



Move forward
three spaces.

Answer the question in the space. Take turns. The first person to the FINISH is the winner.
T means Topic; M means Message; P means Purpose; A means Audience



Step 1: Motivate with Your Message

LET'S PLAY!!!

This game will let you practice everything we learned in this Step!

Have fun!

Helpful Expressions

Section 1: Choosing a Topic

Expressions for showing your passion about a topic:

1. I love _____ because...
I love reading because I can travel anywhere in the universe without ever leaving home.
2. _____ is something I care about because...
Teaching is something I care about because a teacher who cared about me changed my life.

Section 2: Finding Your Purpose

Expressions for various purposes:

1. Inform
_____ is fascinating because...
Science is fascinating because it allows us to explain how the world works.
2. Persuade
_____ is better than _____ because...
Exercise is better than dieting because it improves your health.
3. Inspire
You, too, can achieve _____.
You, too, can achieve your dream if you're willing to work towards it every day.

Section 3: Know Your Audience

Expression for highlighting similarities with the audience:

1. I think we can all agree that _____.
I think we can all agree that bullying is a serious social problem.

Expression for acknowledging and overcoming differences:

1. We may think differently about _____.
We may think differently about religion, but we can still talk about what it means to be a good person.

Section 4: Discovering Your Message

Expressions for explaining benefits:

1. Now that you know, you can _____.
Now that you know how to make a budget, you can start saving for your dream vacation.
2. If you _____, then you'll _____.
If you compliment someone else every day, then you'll quickly make friends.



Here are some Helpful Expressions that you can use in your presentation.

You can use them now or come back later and use them.

Hints for Greater Success

Section 1: Choosing a Topic

Tell your audience why your presentation is valuable.

Even if you choose a valuable topic, your audience may not immediately recognize its value. Help your audience understand how they will benefit from your presentation by simply telling them. The following are some common benefits you might point out:

1. You will be happier and enjoy life more.
2. You will be more productive.
3. You will gain more rewards (such as money, praise, fame).
4. You will get to try something new.

Section 2: Finding Your Purpose

When persuading and inspiring, focus on the positive.

When persuading and inspiring, it's more effective to focus on the positive rather than the negative. Anyone can point out problems. Only the best thinkers can point out solutions. When you want to persuade and inspire, focus on solutions and stay positive. This will be the most convincing.

Section 3: Know Your Audience

Identify one thing that's important to you audience.

To better know your audience, identify one thing that is important to them. For example, if everyone in your audience belongs to an organization, then they probably value the organization. Keep this in mind and try to address it in your presentation.

Section 4: Discovering Your Message

Repeat your takeaway to maximize your message.

The more you present, the more you should include your takeaway. For a beginner, say your takeaway once in your introduction and once in your conclusion. If you're a more experienced presenter, try to say your takeaway once during each section of your presentation: the introduction, point 1, point 2, point 3, and the conclusion.

Here are some useful HINTs to keep in mind as you prepare for your presentation.