

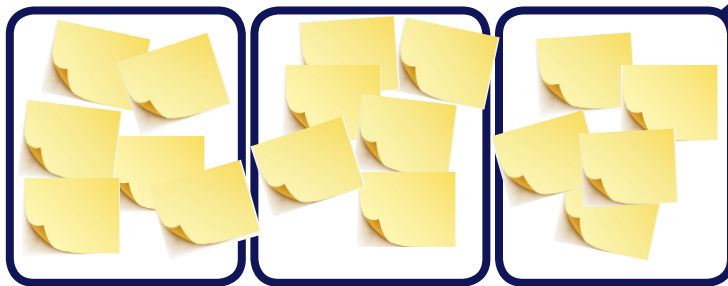
# Content Planner Instructions

This Content Planner will help you to organize your content so that it is easy for both you and the audience to remember it. It will help to ensure that your content, from the opening to the closing, is clear, concise, and compelling.

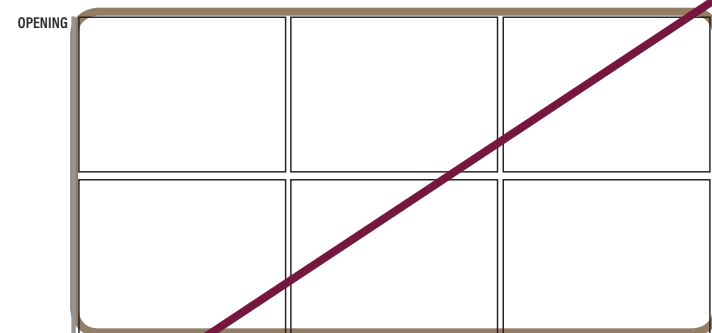
In order to use the Planner, you need a small pad of sticky notes, as well as your prework/Audience Analysis document.



**1** Having completed an audience analysis, you likely now have a lot of content ideas in your head. Let's get them out onto stickies and then organize them. Start by brainstorming all the ideas you think you want to include in the presentation, one idea per sticky note. Do not worry about order or logic. Just get the ideas onto the sticky notes.

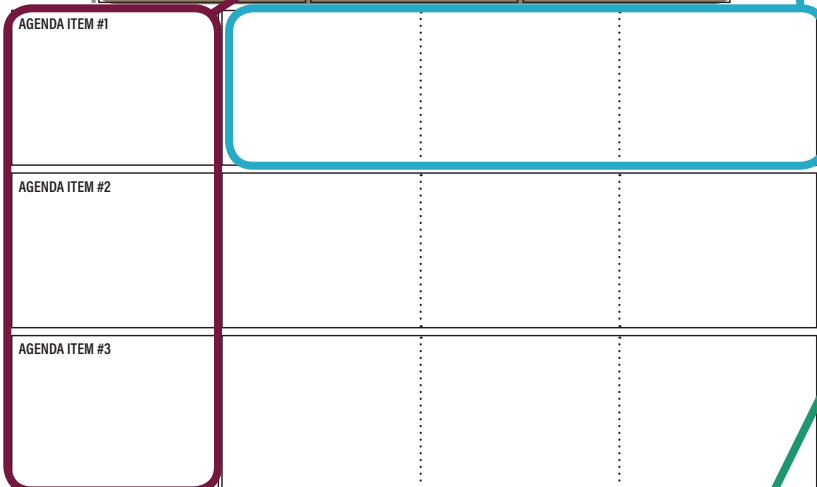


**2** You'll notice that there is space for three main ideas on the planner. Why three? Because that is what the audience can absorb, and it's all you, the speaker, can remember. Does that mean you will never have four main ideas? No. If you really do have four, that is fine. But just keep in mind that you are trying to guide the audience through your presentation with this structure, so the more simple and concise, the easier it will be for them, and for you. Having brainstormed onto stickies, now arrange the stickies in three groups. You are now coming up with your three main ideas.



**3** For each group, decide why you grouped those stickies—that is the main idea of the group. Put the main ideas in order of the flow that makes sense onto the left side of the Planner. And make sure that the language of the three main ideas is audience-centric. You now have your agenda.

**4** You can fit up to three stickies of supporting information for each main idea. Look at each of your three groups, and find the essential messages. Put those, in a logical order, on the Planner. You now have the body of your presentation.



**5** Now that you know the body content, how will you open so that your audience is engaged from the very first moment? On the back of the Planner, you can brainstorm creative ways to open (and close, if you want). Your opening should be no longer than about 90 seconds. It should be creative, engaging, and audience-focused. Why should they care about your topic? What's in it for them?

**6** Finally, how will you close? Too many presentations fade away with the presenter saying something like, "Well, that's all I've got...um...any questions?" Instead, find a strong, positive note on which to end. If you have an action that you would like the audience to take, now is the time to ask.

**7** Once you have completed this planner, type key words/phrases onto the fillable Planner. That document will then serve as your notes that you can use when delivering.

