Six Questions to Prepare a Presentation What are What are you trying to 6 you going to do? do? 2 What may prevent What are you from you achieving going to the goal? say?

you going to say? 5 What do they think now? And why? 4

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Six Questions of Communications Structure



- **1. GOAL** What are you trying to accomplish?
- **2. ISSUES** What's standing in the way of your goal?
- **3. AUDIENCE** Who's doesn't believe, or isn't doing, what you hope they do?
- **4. MINDSET** What do they think now, and why?
- **5. MESSAGES** What are you going to tell them to change their mind?
- **6. ACTION** What tactics will deliver your messages most effectively?