

Six Questions to Prepare a Presentation



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?