

# PRESENTATION STRUCTURE

It is good if we find a purpose and a goal for our speech and then start thinking about **structure**. How do we start our presentation/speech? What to put in the core? How to conclude our presentation?

There is no recipe for the best structure. There are **various models**, which help us in different situations, depending on our purpose and goal. Structure **helps** the **speaker** and the **audience** – when our speech has a proper structured flow, the audience can follow it easier and you as a speaker can remember what you need to tell.

## Classic structure: Introduction – core – completion

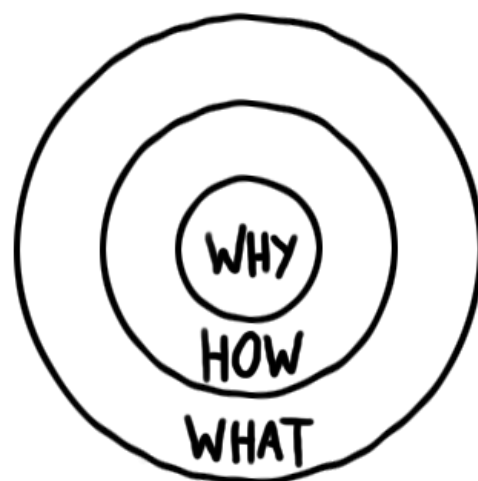
- **Introduction:** we attract the audience's attention, introduce topic of our speech, highlight main points, and set foundations to prove our credibility-
- **Core:** Main points, supported with evidence, facts.
- **Completion:** summary, call to action, something for the audience to remember.

## Example of structure 1: The golden circle

Developed by Simon Sinek. Model is useful for presenting our products or our company's ideas.

### Steps:

- **Why (purpose)?**  
What do you believe in? Apple, example: "We believe in challenging the current state of things, and that we can make things differently."
- **How (process)?**  
What are you doing to accomplish your purpose? Apple, example: "Our products are well designed and easy to use."
- **What (result)?**  
What are you doing, reached goals and evidence? Apple, example: computer, smart phones...



For better understanding we recommend TED talk: Simon Sinek – How great leaders inspire action.

## Example of structure 2: 4MAT

4MAT was developed by Dr. Bernice McCarthy in 1979. The model answers 4 questions; why, what, how and what if. When we make sure all these questions are answered in our presentation/workshop, we make sure that a wide variety of audience's needs is satisfied.

- **Why: purpose**

We try to attract the audience's attention, by telling them why this topic is interesting and relevant for them. We answer their question, why would they listen to us.

Example: joke, interesting information, bold statement, questions, quote, story, use an object.

- **What: content**

We present the key elements, facts, pieces of information, key theory.

Example: facts, information, visual representation (graphs, pictures, models), history, statistics.

- **How: usage**

In this part, we show the audience how they can use what we shown them, in real life. Or we show them how it works.

Example: practical example, demonstration, ways of using this knowledge/object.

- **What if: options**

In the end, we encourage people to think about what they learned today. We make a call to action, invite our audience to use it and implement it in their lives.

Example: summary of main points, invitation, challenge, quote, anecdote, possible ways of using this in different scenario in the future, extra sources; where they can learn more.



## Examples of other structures:

- **Chronological:** We handle the topic from the perspective of a timeline. Example: We describe our life from childhood, to now. We present our company by starting at its foundation and moving on to current events.
- **Causality:** Here we demonstrate a cause-effect relation. It is common to first talk about effect and then cause. Example: Show the results of pollution in Philippines, then we ask ourselves about the reason, how it happened.
- **Comparative:** Compare different suggestions and ideas, which gives the audience multiple choices to think about and decide on. Example: At a meeting, you present various ideas for growth, and then let the board decide which one to take.
- **Topical:** Layer the presentation in multiple sub-topics. Example: Speech about climbing could be divided into indoor, mountain and competitive climbing.
- **Problem – solution:** Present the problem, which you want to solve and then the solution for the mentioned problem. Can be used to motivate the audience. Example: Pilots are under a lot of stress, you present solutions and propositions how to alleviate their pressure and help them doing their job with more ease.

## Reflection

What did you use in your past presentations to attract attention?

In what way, will you convey your message now? How will you attract audience's attention?

## For those who like to listen:

- TED speech, Andrew Stanton: The clues to a great story
- TED speech, Nancy Duarte: The secret structure of great talks