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