

The SpeakerMap™



Set the Scene

Context

Start by stating the topic area of your presentation

Relevance

Let your audience know how it's relevant to them

Credibility

Share why you're a credible person to be talking about this topic

Addressing these 3 items (the CRC formula) will create anticipation for your presentation.

Having a clear destination provides focus.

Destination Statement



Imagine you're taking your audience on a journey. Where are you taking them to? What do you want them to know or do as a result of your presentation? That's your destination. State that destination in one short punchy sentence.

Identify the top three questions your audience will have once they've heard your Destination Statement.

3Q Sequence

?

Why....?

State your answer

Back up your answer with evidence

?

What....?

State your answer

Back up your answer with evidence

?

How....?

State your answer

Back up your answer with evidence

The 3Q sequence provides a logical flow

Do this in one clear and succinct sentence

Evidence provides both engagement and persuasion

Evidence can include examples, stories, statistics, endorsement and analogies



Reach your Destination

Close your presentation by restating your Destination Statement