



## PLANNING & DELIVERY FOR SITUATIONS WHEN YOU ADDRESS AUDIENCES.

### **A. Planning Phase:**

1. Think about your audience. Ask yourself: **“What does my Audience need to hear?”**
2. Plan your message using **The Rule of Three** (*See Rule of Three handout*)
3. Write it out in full.
4. Pay attention to the **Transition** between one section and the next.
5. Decide on your **Keywords**. (See Key Learning Points Handout)
6. **Notate** your presentation using **Cicero** (*See Cicero Handout*)
7. For **Q & A**: work out what questions your audience is likely to ask.

### **B. Rehearsal Phase:**

1. Test the Cicero notation: if you find you can't move from one thought to the next, you need to give yourself a better memory trigger.
2. Basic principles for good rehearsal:
  - Rehearse in Sections.
  - Don't be satisfied with one run-through. Do several.
  - Rehearse the **Transition** between one section and the next.
  - Finally run through whole of the text.
  - Do this several times, if possible leaving time between each.

### **C. Delivery Phase.**

1. **Before you Speak:** choose your three audience sub-groups.
2. **Before you Start:** use **The Transition Technique**, then maintain **Three Points of Contact**.
3. **As you Speak:** use **Being Seen & Seeing** (in that order).
4. **As you Speak:** use **One Thought One Breath** together with **Divide the Audience into Three Subgroups**. (or Five Subgroups if the audience is more than 200). Remember to start with middle group, and to take a whole thought or sentence to each subgroup.
5. **As you Speak:** use the **Keywords** you have planned.
6. With slides: Use **Giving & Taking Focus**. (See Handout)

### **D. Q & A Sessions.**

1. You have already given thought to what issues are likely to come up.
2. As a question is asked, use **Seven Kinds of Question** to decide how to answer it. (*See handout*)