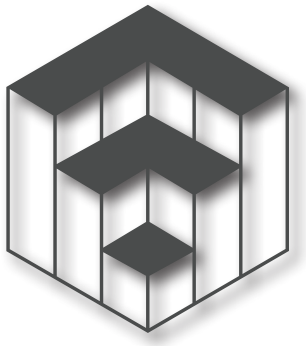
Best 3 Minutes

5

STEPS TO PREPARING YOUR WINNING TALK



Here's a quick high-level reminder of the main steps you need to take to make a great talk.

Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

W best3minutes.com E david.beckett@best3minutes.com LI linkedin.com/in/davidbeckettpresentationcoach

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5 Steps to Preparing your Winning Talk

1

Define the audience, the objective, and how long you have for the talk.



Write down who the audience is and what they are driven by.

Write down your objective of the talk - what do you want to achieve?

Find out exactly how long your speaking slot is, and whether it includes Q&A.

2

Brainstorm the talk using Post-Its and The Speaker's Canvas©.



Get ideas for your talk out of your head before creating slides.

Don't think too much – just write out your thoughts.

Get someone else involved and talk it through.

3

Create an organised and logical storyline – Chapters and Content.



Once the brainstorm is complete, organise Post-Its in clusters.

Set up a logical flow to the storyline and make chapter headings.

Add a few content points per chapter – and then begin slide design.

4

Create slides to guide the audience through the story.



Keep it visual where possible. Spread information across more slides.

Minimise text and numbers – keep it easy on the eye and the mind.

No more than 3 pieces of information per slide.

5

Practice out loud on camera, and/or in front of a test audience.



Tell the story out loud, so that you can hear and feel how it sounds, and practice against a clock, to be sure of finishing on time.

Film yourself practicing: look for words and gestures that might distract.

Get feedback from colleagues, so that you can make it even clearer.

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