

Organizing Your Topic Tip Card

ORGANIZING YOUR TOPIC

Impact Structure

Opener

Key
Message

Purpose

Body

Close

↓

**Six Options for
Organizing Body**

Classic

- Point #1 – with supporting examples
- Point #2 – with supporting examples
- Point #3 – with supporting examples

Chronological

- Past to Present to Future

Case Study

- Background
- Problem/Solution
- Lessons Learned
- Going Forward

6 W's Update

Answer:
Who, What, Where, How, When & Why

Annual Update

- Background/Past
- Current Status/Today
- Plans/Future
- Challenges going forward
- Opportunities going forward
- Why we will succeed

The Plan

- Visualize Future
- Current Situation
- What is needed to bridge gap
- How will bridge gap
- Why can succeed

Giving a persuasive talk?
See the Persuasion Tip Card for more on how
to organize your presentation

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