

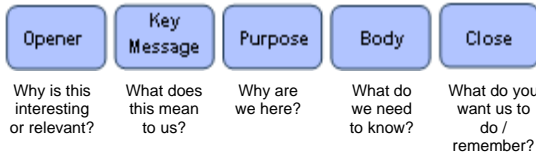
# Impact Presentation Model Tip Card Sheet

## IMPACT MODEL



### Impact Presentation Model

Use the Impact Presentation model to create presentations that are relevant and meaningful. Follow these five steps:



#### Step # 1 – Purpose

- What outcome do you desire/need?
- What impact do you want to have?

#### Step # 2 – Key Message

##### a) Analyze Audience

Regarding your topic, what is the audience:

- Challenge/interest?
- Point of view?
- Knowledge?
- Objection?
- Pain/fear?

*Everybody is tuned into their own radio station: WIIFM – What's in it for me?*



##### b) Brainstorm Possible Content

##### c) Identify a Key Message

What one thing do you want your audience to remember a week later?



A key message is like a bumper sticker for your presentation

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## IMPACT MODEL

### Step # 3 – The Body

#### a) Select the Best Structure

The body of your presentation should have a structure related to your purpose. Is it to educate, inform, update, persuade or influence? (see our "Organizing Your Topic" Tip Card)

#### b) Create a Storyline

Fill in the details of the structure

#### c) Create a Storyboard if using PowerPoint



#### d) Add the 4 Es of Energy as Appropriate

(see our Tip Cards for each concept)

- Engagement
- Entertainment
- Examples
- Emotional Connection

#### e) Make it Relevant

- Speak in terms of their interests
- Ask "So What?" - from the audience's perspective - to help reduce information overload

### Step # 4 - Opener

Add an Attention-Getting Opener

(see our Openers/Closes Tip Card)

### Step # 5 - Close

#### a) End with a Compelling Close

(see our Openers/Closes Tip Card)

#### b) Make the Entire Presentation Visual



*In PowerPoint add more pictures and diagrams. Also consider using props, video and demonstrations.*

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