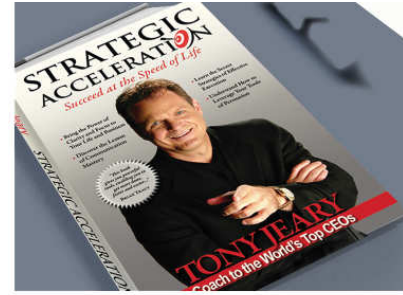


# STRATEGIC ACCELERATION

*Succeed at the Speed of Life*



## **Exercise 14: Determine What to Say and How to Say It**

Effective communication and presentation skills require you to plan *what* you want to say, and how you will *deliver* that message. As you know, the successful execution of your vision depends on how effectively you can persuade others to help you. You may need to explain your vision and its importance to a family member, to a group of investors, or to your team. An effective delivery will enable you to convince others to take action on your behalf. This exercise will teach you the 3-D Outline™ concept, which describes what you want to say and how you'll say it, and outlines all of the actions behind a successful delivery.

### ***3-D Outline™***

This matrix will help you organize your thoughts and actions by giving you space to document information about your audience, objectives, key points, timing, and more. After you use it a few times, you'll see how you can customize it to fit your unique presentation needs. Whether you're presenting to one person or a large group, the 3-D Outline™ enables you to keep everything you need on track and in line.

### 3-D Outline™

<b>Presentation Title:</b>							<b>Delivery Date:</b>	
<b>Audience:</b>							<b>Start Time:</b>	
<b>Objectives:</b>							<b>End Time:</b>	
<b>Final Preparation:</b>		[ ]			[ ]			
		[ ]			[ ]			
#	Start Time	Length	What	Why	How	Who		
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								

### 3-D Outline™: Example

<b>Presentation Title:</b>	<i>Moving Forward: The New Team Vision</i>					<b>Delivery Date:</b>	08/08
<b>Audience:</b>	<i>Directors, managers, administrative staff, interns</i>					<b>Start Time:</b>	9:00 am
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• <i>Explain the new vision</i></li> <li>• <i>Create buy-in and commitment</i></li> </ul>		<ul style="list-style-type: none"> <li>• <i>Describe responsibilities</i></li> <li>• <i>Excite and inspire</i></li> </ul>		<b>End Time:</b>	11:00 am	
<b>Final Preparation:</b>	<input type="checkbox"/> <i>Print materials</i>			<input type="checkbox"/> <i>Create Vision video with group leaders</i>			
	<input type="checkbox"/> <i>Arrange for large conference room</i>			<input type="checkbox"/>			
<b>#</b>	<b>Start Time</b>	<b>Length</b>	<b>What</b>	<b>Why</b>	<b>How</b>	<b>Who</b>	
1.	9:00 am	15	<i>Opening: Purpose, process, payoff</i>	<i>Describe objectives, agenda, benefits</i>	<i>Stand up</i>	<i>Kyle</i>	
2.	9:15 am	15	<i>Vision Video</i>	<i>Create excitement</i>	<i>Video</i>		
3.	9:30 am	15	<i>Vision description</i>	<i>Explain new goals, purpose, value, etc.</i>	<i>Stand up, slides</i>	<i>Kyle</i>	
4.	9:45 am	30	<i>What This Means For You</i>	<i>What to expect, changes, new responsibilities</i>	<i>Stand up, slides</i>	<i>Kyle</i>	
5.	10:15 am	30	<i>Concerns &amp; Questions</i>	<i>Address concerns</i>	<i>Round table discussion</i>	<i>Kyle, directors</i>	
6.	10:45 am	10	<i>How We'll Do It</i>	<i>Determine goals by team</i>	<i>Small group activity</i>	<i>Directors, admin staff, interns</i>	
7.	10:55 am	5	<i>Conclusion</i>	<i>Wrap up the day</i>	<i>Stand up</i>	<i>Kyle</i>	
8.							
9.							
10.							
		2 hours					