



Communicate with  
**CONFIDENCE!**

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## Presentation Brainstorming Worksheet

This worksheet will help you to generate ideas that will form the basis of your presentation. You'll determine what to talk about, define your presentation goals, figure out who your audience is and what they want to know and decide how your presentation will look.

This worksheet is best suited to persuasive presentations, such as sales presentations, pitch decks, or presentations where you're trying to convince an audience to change.

### 1. What's your key message?

The key message is the main takeaway from your presentation. In other words, what is the one thing you want the audience to remember, even if they forget everything else?

### 2. Enter the keywords you'd like to appear in the presentation.

### 3. What is/are the SMART Goal(s) of this presentation?

It's one thing to have goals for your presentation. It's quite another to have SMART Goals! SMART Goals are Specific, Measurable, Achievable, Relevant and Time sensitive. All aspects of a SMART Goal are described, making it easy to determine whether or not you have achieved it.



#### General goals vs. SMART Goals:

Presentation Type	General Goal	SMART Goal
Sales Presentation	Client agrees to test product/service.	Client agrees to test product/service for three months and signs a contract to that effect at the end of this meeting.
Advocacy Presentation	Legislators understand what I'm talking about.	Legislators understand the value of my work and as a result vote to continue funding my organization's research for the next two years.
HR Presentation	People understand the new safety policy.	People understand the new safety policy and implement the changes I talk about, resulting in at least a 20% reduction of incidents.

List up to three of the best possible outcomes of this presentation in the form of SMART Goals.

SMART Goal #1

SMART Goal #2

SMART Goal #3

## 4. Problems

List all of the problems that your audience might be facing that you'll address in your presentation. Ask yourself what problems keep these people up at night. Some examples:

- Are outside forces beyond their control, such as new regulations or technologies, affecting them?
- Do they face risks if they maintain the status quo?
- What might the competition or other people be doing better than what they're doing?

1.

2.

3.

4.

5.

6.

## 5. Solutions

How does your product/service/idea address these problems?

Do you solve problems that some customers don't even know they have? What are they?

Do your solutions come in standard packages, are they custom-designed for each client, or both?

## 6. Why should the audience care?

One of the unspoken questions on every audience member's mind is "What's in it for me?" You need to answer that question by describing the benefits that the audience will enjoy as a result of following your recommendations.

### Reason #1

Benefit:

How benefit is provided:

What resistance have you seen to this reason?

How do you counter this resistance?

### Reason #2

Benefit:

How benefit is provided:

How do you counter this resistance?

### Reason #3

Benefit:

How benefit is provided:

What resistance have you seen to this reason?

How do you counter this resistance?

### Reason #4

Benefit:

How benefit is provided:

How do you counter this resistance?

## 7. Case studies and testimonials

Do you have satisfied customers who will let you share their stories in the form of case studies?

. Yes      No

Do you have satisfied customers who are willing to give you testimonials?

Yes      No

If you answered “no” to either or both of the previous questions, can you create a story based on a combination of customer experiences or anonymize a story?

Yes      No

Please attach any relevant case studies and/or stories that illustrate how your product/service helped to solve a client’s problems.

## 8. What is your call to action?

What specifically will you ask the audience to do so that you can achieve your presentation goal(s)?

## 9. Who is your audience for this presentation?

Knowing your audience will help you to determine how much information to include or leave out and will help you to speak in a way they understand. In this part of the worksheet, you'll be creating an audience member avatar, which will help you later on when you're developing the content of your presentation.

**What are they like?**

**Why are they here?**

**What level of education and experience do they have?**

**What's the best way to evoke a response from them?**

**Does this audience have the authority/ability to take the actions I'm asking of them or are they gatekeepers ?**

## 10. How should this presentation look?

Use our PowerPoint template

Use our style guide to develop a PowerPoint template

Base the design on our website

Base the design on this/these websites

**What mood do you want your presentation to project?**

Youthful

Authoritative

Classic

Mature

Serious

Edgy

Energetic

Fun

Traditional

Calm

Modern

Other