

Tero International

Seven Stages of Organizing Your Talk

Your audience is made up of individuals who have different learning styles, different personality styles and varying degrees of interest in your presentation. The seven stages of organizing your talk are designed around what we know about how people learn and how people are persuaded.

1. Open

In this stage, you set the tone for the presentation by developing rapport, establishing credibility and sharing your objective.

Rapport is developed by making a connection with your listeners. This can be done through sincere compliments and sharing something about yourself that the audience can relate to.

When you state your objective for the talk, it helps your audience understand the purpose of the presentation and how you are going to spend their time.

2. Explore

In this stage, you explore the situation by discussing some key background information and relating it to your listeners' needs and interests.

You will also explore any problems, or potential problems related to your subject.

3. Explain

Present evidence to support your proposal and connect it to the specific advantages of your idea.

Avoid overloading them with too much information. They can absorb only so much and you want to make sure it's your most important point that they remember.

4. Invite

In this stage, explain to your listeners what action they should take to implement your proposal.

Be specific and brief and continue to link the action to your main point and their needs.

5. Summarize

This stage is not your close. This is a transition stage to lead you into encouraging audience response.

Briefly summarize your objective, the situation, your proposal and the actions you are requesting.

6. Request Reaction

Now that you've shared your proposal with them, it's time to get their reaction. Do this by encouraging questions and comments.

7. Close

This is the final stage of the presentation. It is the point at which you wrap up audience questions and reinforce the main objective of your talk. Your audience will remember your close longer than any other part of your presentation. It must be strong, brief and upbeat.



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