

Planning Tool Introduction

Taking the time to identify both your intentions for the presentation and your audience’s needs enables you to plan a concise message that will help influence your audience and accomplish your goals. This planning is the foundation for all successful presentations. Use the information below to help you complete the Planning Tool on the next page.

A. Your Topic

What is the subject of your presentation or communication? Consider the amount of time you have, if specified, and determine the appropriate scope of your topic.

B. Your Intention

What business goals and specific results do you want to achieve by making your presentation? This includes what you want your audience to know, do, and feel in relation to both you and your topic.

C. Your Audience

First, consider how many audiences you really have. Are you presenting to one homogeneous group with similar backgrounds and concerns? Or do you actually have multiple audience segments, each with their own concerns (for example, technical, financial and sales)?

Next, analyze your audience by identifying their:

Specific Needs and Relevant Demographics	Consider what’s important to your audience, what they need to make decisions, and what motivates them. Determine their level in the organization (for example, executive, mid management, entry level) and identify both their business and their personal needs. If relevant, factor in culture, age range, language, and male/female ratios.
Topic Knowledge and Attitude	Determine how much your audience already knows about your topic. Consider the source of that knowledge and its accuracy. Then factor in how they feel about you and your organization.
Communication Environment	Take into account the impact of the room size and set-up, time of day, and even current events. If presenting virtually, consider both your and your audience’s environment.

D. Your Content

Given your intention and your audience, answer the remaining six questions on the Planning Tool. Your responses will help you prepare a listener-focused, results-getting message using the Mandel Blueprint®.

Planning Tool

Bring a completed, printed copy to your workshop

A. Your Topic:

B. Your Intention – What goals/results do you want to achieve by making this presentation?

C. Your Audience – Who is your audience and what do you know about them?

Specific Needs
and Relevant
Demographics

Topic
Knowledge and
Attitude

Communication
Environment

Audience 1

Audience 2

Audience 3

D. Your Content – What information do you want to convey in your message?

1. In relation to your topic, what is the current situation for your audience? What are they experiencing now?	
2. What changes, pressures, or challenges are creating either problems or opportunities for your audience and/or the business?	
3. What are the consequences of not acting on the issues described above? How can you quantify the impact of these consequences?	
4. What idea or recommendation do you have to address the issues above? What do you believe needs to be done?	
5. What actions will you ask your audience to take, both during and after your presentation?	
6. How will taking action benefit your audience? How can you quantify the benefit?	