

The Presentation Focus Questions

1. **TOPIC/TITLE:** How can I pique interest with my title (if a title is needed)?

2. **AUDIENCE:** Who's my audience? What's the appropriate level of depth?

3. **RELEVANCE:** Why should they care? What's the potential impact on them?

4. **PURPOSE:** By the end of my presentation, I would like my audience to...
(Change a behavior, collaborate with my team, join my team, contribute to an Open Source Project, prioritize a project, etc.)

5. **CONTENT:** What are the three big points they need to know?
 - a.
 - b.
 - c.

6. **EMOTIONS:** How do I want my audience to feel? *(Excited, frustrated, a sense of urgency, motivated, empowered, etc.)*

7. **INSIGHT/HOOK:** What can you say that will make the audience remark, *"I never thought about it that way!"* *(Analogy, story, reframing, an interesting parallel, etc.)*
 - a.
 - b.

8. **SUMMARY OF MAIN IDEA:** In one sentence, my message is . . .