BUSINESS PRESENTATION TEMPLATE: *FRAMING*

ΛΟΓΟΣ
LOGOS INSTITUTE
for Crisis Management and Executive Leadership

1 BEGINNING
Start with Why: Deliver the Big Frame.

2 MIDDLE
Elaborate on the Big Frame with three smaller Frames and explanatory detail; signal the structure throughout.

3 END
Restate the Big Frame from the beginning and conclude with a call to action.

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1 BEGINNING

Get the audience's attention: start with a brief greeting.

Once you have the audience's attention, deliver the Big Frame.

_____
_____
_____
_____
_____
_____

2 MIDDLE

Signal the structure.

Number and state each of three Smaller Frames.

There are three things I'll focus on.

First, _____
Second, _____
Third, _____

For each Smaller Frame, use the orginal number, repeat the Smaller Frame verbatim. Explain with how and what statements: *definitions, facts, data, examples, anecdotes, stories.*

On the first point, _____
> _____
> _____
> _____

On the second point, _____
> _____
> _____
> _____

On the third point, _____
> _____
> _____
> _____

If the presentation is lengthy close the Middle section by recapitulating the ordinal numbers and the three Smaller Frames.

First, _____
Second, _____
Third, _____

3 END

Restate the Big Frame from the beginning and name your call to action.

Formally close the presentation, such as by thanking the audience.

_____
_____
_____
_____
_____