



## 1 Open the presentation

Offer a procedural introduction or welcome and follow it with a compelling thesis

## 2 Deliver the content

Focus on three evidence-based points with a structure that guides and engages the audience

## 3 Close the presentation

Conclude with a call to action or a discussion of next steps and restate the thesis

### 1 OPENING

Formally introduce, such as by thanking hosts

State the thesis or main idea **(WHY)**

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### 2 CONTENT

Establish for the audience the presentation's structure

Number and summarize three main points **(HOW)**

Number, repeat, and elaborate on each point with specific support (data, examples, stories, etc.)

*There are three things I'll focus on.*

*First,* \_\_\_\_\_

*Second,* \_\_\_\_\_

*Third,* \_\_\_\_\_

*On the first point,* \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

*On the second point,* \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

*On the third point,* \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

### 3 CLOSING

Restate the number and summary of each main point

Conclude with a call to action or a discussion of next steps **(WHAT)**

Restate the thesis

*First,* \_\_\_\_\_

*Second,* \_\_\_\_\_

*Third,* \_\_\_\_\_

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