

Exhibit 10-4: Presentation Plan

Opening (brief, clear, and attention getting)

- Provocative question or strong affirmation
- Empathy builder to draw the participants toward you
- Statement of purpose with rationale
- Statement of specific objectives—expectations of what the participants will accomplish as a result of the presentation

Body (moves participants along to the attainment of objectives)

- Presentation of each objective, including
 - clear statement
 - clear, direct structure
 - clear statistics, examples, and anecdotes to highlight and support key points
 - visuals, as appropriate, to clarify, support, and lead participants along
 - clear, logical arguments, conveyed with conviction

Summary/Conclusion (the “finale” that helps participants draw appropriate conclusions and make desired decisions)

- Review of key points
- Presentation of conclusions (with crispness and conviction)
- Emphasis on urgency and importance of conclusions
- Recommended actions
- Summary of action requirements and a firm, credible, even dramatic (if appropriate), close

Questions and Answers (to explain and defend—but don’t be defensive)

- Crisp, brief responses, in order, to questions posed (anticipated and prepared for in advance as possible)
- Response to questions within presentation timeframe
- Avoidance of debate
- Respectful responses to questions, regardless of quantity or tone of question
- Firm, specific responses
- Explanation of follow-up for questions that cannot be answered immediately