

# Presentation Strategy Sheet

## ① Why?

What are your professional and personal key drivers for this presentation?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

## ② Who?

Who will be the receivers of your presentation? Do you know their names already, or can you cluster them into segments?

1 \_\_\_\_\_

2 \_\_\_\_\_

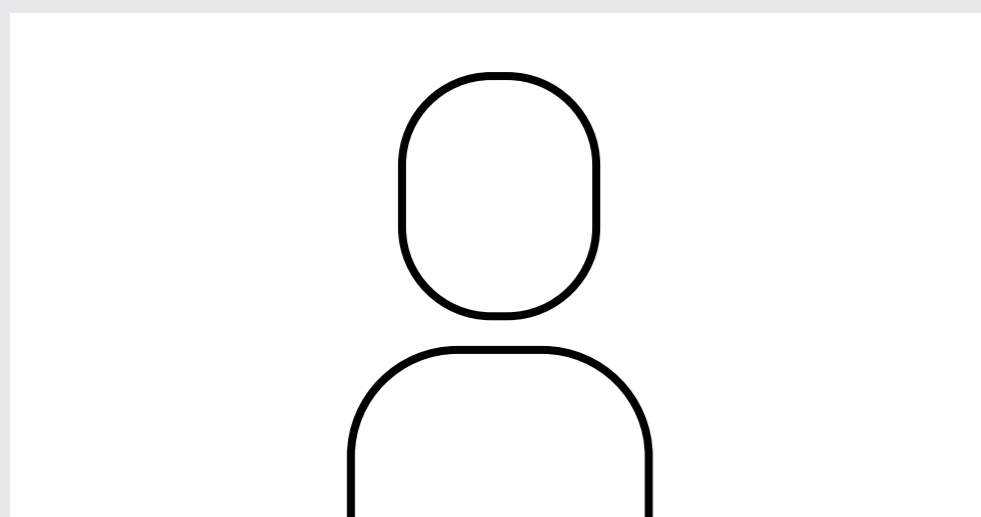
3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

## ③ Audience profiles

Gain empathy by creating profiles of your most important receivers.



NAME \_\_\_\_\_

GENDER & AGE \_\_\_\_\_

JOB TITLE \_\_\_\_\_

LOCATION \_\_\_\_\_

PROFESSIONAL BACKGROUND \_\_\_\_\_

DEPTH OF KNOWLEDGE (OF YOUR TOPIC) \_\_\_\_\_

OBJECTIVES \_\_\_\_\_

EXPECTATIONS \_\_\_\_\_

VALUES & PERSONALITY \_\_\_\_\_

INTERESTS & LIFESTYLE \_\_\_\_\_

SELF PERCEPTION \_\_\_\_\_

SOCIAL PERCEPTION \_\_\_\_\_

TYPICAL QUOTES \_\_\_\_\_

## ④ Benefits

What is their benefit from your idea?

## ⑤ Smart Goal

S = SPECIFIC   M = MEASURABLE   A = APPROPRIATE   R = REALISTIC   T = TIMEBOUND

What are your objectives for your presentation ? e.g.: Our goal is to raise €300.000 to move our idea into the project phase, to hire at least 3 people with a background in UX design, tech and business development, and to have the prototype ready by the end of the year.

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