

The 4 'A's

Ask:

Ask a question that gets your audience thinking about a need, problem, issue or concern it has.

Did you know... How many of you... Were you aware...

Answer:

Give the title of your presentation as the answer to the audience need, problem, etc.
Today we'll discuss...

Tell them who you are and why you're qualified to talk about this topic.
My name is...and I've been... for... years

Agenda:

Give three bullet points of what you'll cover and connect them to the need, issue, etc.
In order to..., we'll learn 3... or We'll cover 3...so that you can...

Action:

Tell what they'll have, be, do, understand at the end.
By the end of this presentation, you will...