

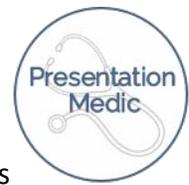
The Three Rules Worksheet – A Process to Cure Boring Technical Presentations

An interesting presentation needs a “big idea” and a “why”. This worksheet will help you structure your presentation so your audience will care, remember, and act. To view the presentation slides from the ASQMV meeting, visit <http://presentationmedic.com/ASQMV>.

You can type in your answers and save the worksheet with Acrobat Reader DC. If you have an older version of Acrobat Reader, download the new version for free at <https://get.adobe.com/reader>.

Rule 1: Examine Your Audience

	Planning Question	What You Need to Ask or Do
1	Who will be in the audience?	Do the audience members already understand your concept or is it new to them? Are they experts, novices, or a mix of different understanding levels?
Answer and action:		
2	What’s their history?	Have they tried your solution before without success? Think of a doctor checking your family history and asking if you’re allergic to any drugs. You need to find out if your audience previously had a bad reaction to your big idea.
Answer and action:		
3	What do they want to hear?	What do they expect to hear during your presentation? Does the audience want a basic overview or a deep dive explanation? Don’t bore the audience with data they could read later.
Answer and action:		



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	Planning Question	What You Need to Ask or Do
4	Why should they care?	What will get them interested in your big idea? Why does it matter to them? What problem does it solve and are they aware of the problem? What pain will your solution cure and what gain will they get if they agree to your big idea?
Answer and action:		
5	How will you connect with the audience?	Do you have any common ground or shared experience? How will you explain the “why” so they’ll understand? Are you encouraging a dialog or reciting a monologue?
Answer and action:		
6	Does your presentation need an “I” Exam?	Are you planning to show “me” slides instead of “you” slides? Make sure your visuals and explanations make the audience see your topic from their point of view.
Answer and action:		
7	Are you telling stories along with stating your facts?	Don’t give a “just the facts, ma’am” presentation. Add stories so the audience can see themselves successfully implementing your big idea.
Answer and action:		



Rule 2: Diagnose Their Situation

	Planning Question	What You Need to Ask or Do
8	How does your expertise help the audience?	How can you position yourself as an expert who's helped other people in their situation? Has your diagnosis helped other people or companies with similar problems? Do you have success stories you can tell?
Answer and action:		
9	What's unique about your diagnosis or solution?	How can you explain why your big idea is better than the status quo? Is there another solution they're considering that's not as good as yours? How will you highlight the uniqueness and benefits of your big idea compared to other solutions?
Answer and action:		
10	What are the top three things that justify your diagnosis?	What are the three most important reasons for the audience to adopt your big idea? The audience won't remember ten things – you need to consolidate multiple topics into three key points they'll remember. Limiting your talk to three supporting points will position you as an expert who can guide the audience to a better outcome. Resist the urge to tell the audience everything you know in one presentation.
Answer and action:		

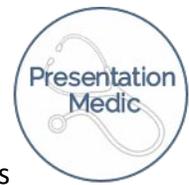


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	Planning Question	What You Need to Ask or Do
11	What material can you cut that isn't essential to your explanation?	Do each of your slides and stories support your big idea? Perform a "yes / no" test on each slide or topic. If it doesn't directly support your big idea, consider saving it for another presentation. Don't show a great graphic or tell your favorite story if it's not relevant to you big idea.
Answer and action:		

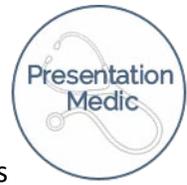
Rule 3: Prescribe Your Big Idea

12	What's the one thing you want the audience to remember?	If someone in the audience were to send a tweet or text stating what they learned in your presentation, what would you want it to say? How can you make the "why" memorable even if the audience forgets the "what" and the "how".
Answer and action:		
13	What's your call to action?	What do you want the audience to do and think after you're done? Will they be clear on how and why they should take the next step? Can they remember and repeat your call to action and your "why" to a colleague or boss? Do they clearly know what they'll gain with your plan and what they'll lose if they don't act?
Answer and action:		



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	Planning Question	What You Need to Ask or Do
14	How will you use context to explain your big idea?	What analogies and metaphors can you use to add context to your explanation? Can you use context to show the urgency of acting soon and what problems they'll encounter if they stay with the status quo?
Answer and action:		
15	How will you use contrast to get the audience to act?	Can you show contrast from their present situation with a before and after or with and without story? Will your stories show a transformation from where the audience is now to where they want to be?
Answer and action:		
16	Can the audience see themselves in your visuals?	Do your photos and images connect with the audience? Will they help the audience visualize a transformation to a better situation? Make sure your images show both context and contrast.
Answer and action:		
17	Are you using jargon sparingly?	Can you explain your solution without using insider jargon? Keep your explanation simple and focus on the "why" instead of using acronyms.
Answer and action:		



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