

Medic's Method Presentation Planning Worksheet

How to Explain Technical Information so
People will Understand, Care, and Remember

Use this worksheet to plan your conversation or presentation. Include all nine elements to help your audience **understand, care, and remember**.

UNDERSTAND What's the "big idea" you want the audience to understand?	<input type="checkbox"/>	
CARE "Why" should the audience care about your big idea?	<input type="checkbox"/>	
REMEMBER What do you want the audience to remember to do when you finish? (Call to Action)	<input type="checkbox"/>	

For more planning resources, visit <https://presentationmedic.com>

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<p>INTERESTING</p> <p>How will you make your data interesting to <u>this</u> audience?</p>	<input type="checkbox"/>	
<p>INSIGHTFUL</p> <p>How does your expertise add meaning to your information?</p>	<input type="checkbox"/>	
<p>INTERACTIVE</p> <p>How will you capture and keep the audience's attention?</p>	<input type="checkbox"/>	

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<p>CONNECTION</p> <p>Are you customizing your material to connect with <u>this</u> audience?</p>	<input type="checkbox"/>	
<p>CONTEXT</p> <p>Why is your information important to <u>this</u> audience at <u>this</u> time?</p>	<input type="checkbox"/>	
<p>CONTRAST</p> <p>What's the difference between your "big idea" and the status quo?</p>	<input type="checkbox"/>	

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