BUILDING CAPTIVATING PRESENTATIONS

Act One: Ethical Persuasion

YES YES marsha

THE PERSUASION SITUATION I WILL BE WORKING ON + MY GOAL:

DESIRED OUTCOMES THEY (THINK THEY) HAVE:

THE PROBLEMS THEY (THINK THEY) HAVE:

MYTHS OR OBJECTIONS TO MY SUGGESTIONS:

1–3 KEY TAKEAWAYS • HOW WILL I USE WHAT WE'VE WORKED ON TODAY?

THREE THINGS TO GET CLEAR ON BEFORE ANY PERSUASIVE COMMUNICATION

1 What are the problems they currently have that your suggestion will solve?

- The ones you know they have
- The ones ***they think*** they have

2 What are the desired outcomes they have that your suggestion will deliver?

- The ones you know they need
- The ones ***they think*** they want

3 What are any myths or objections they have about what you're proposing?

- How can you address them directly or indirectly?

BUILDING CAPTIVATING PRESENTATIONS Act Two: Storytelling

YES YES marsha

NAME _____

WHY?	BULLETS	ACTION SCENE	SENSORY DETAILS

EXERCISE: Internal Monologues	EMOTION IN YOUR STORY	EDITED BULLETS

IDEAS FOR STORIES OR ACTION SCENES

1 STORYTELLING AND THE BRAIN

2 WHY STORIES ARE USEFUL

3 STORIES ARE LIKE MOVIES

Voice Over / Montage / Action Scene

4 SENSORY DETAILS

What did you see / hear / smell / taste / physically feel?

5 EMOTIONS

a. Internal Monologue

b. Name The Emotion

6 OTHER PEOPLE'S STORIES

What are they doing that lets you know their emotion?

TRAIN Framework Worksheet

T - TARGET. Who am I speaking to? Who in the room do I care most about?

R – RESULT. What do I want them to do or think differently afterwards?

A – ACTION. What am I going to say/do in order to get them to do that?

I – INFORMATION. What must they know so as to understand the Action?

N – NEED. What problem am I solving/desired outcome am I delivering?

©Marsha Shandur for Yes Yes Marsha 2025

TRAIN Framework

WRITE

T — Target: who are you speaking to?

R — Result: what do you want them to do/think?

A — Action: how will you get them to do that?

I — Information: what **must** they know so as to understand?

N — Need: what's their problem you're solving, or desired outcome you're delivering?

DELIVER

© M Shandur for Yes Yes Marsha 2025

BUILDING CAPTIVATING PRESENTATIONS

Act Three: Building the Presentation

YES YES marsha

1 Begin At The End (BATE). Use the TRAIN Framework

- Prepare / write in this order: Target; Result; Action; Information; Need
- Deliver in this order: Need; Information; Action; [check in on] Result; [follow up with] Target

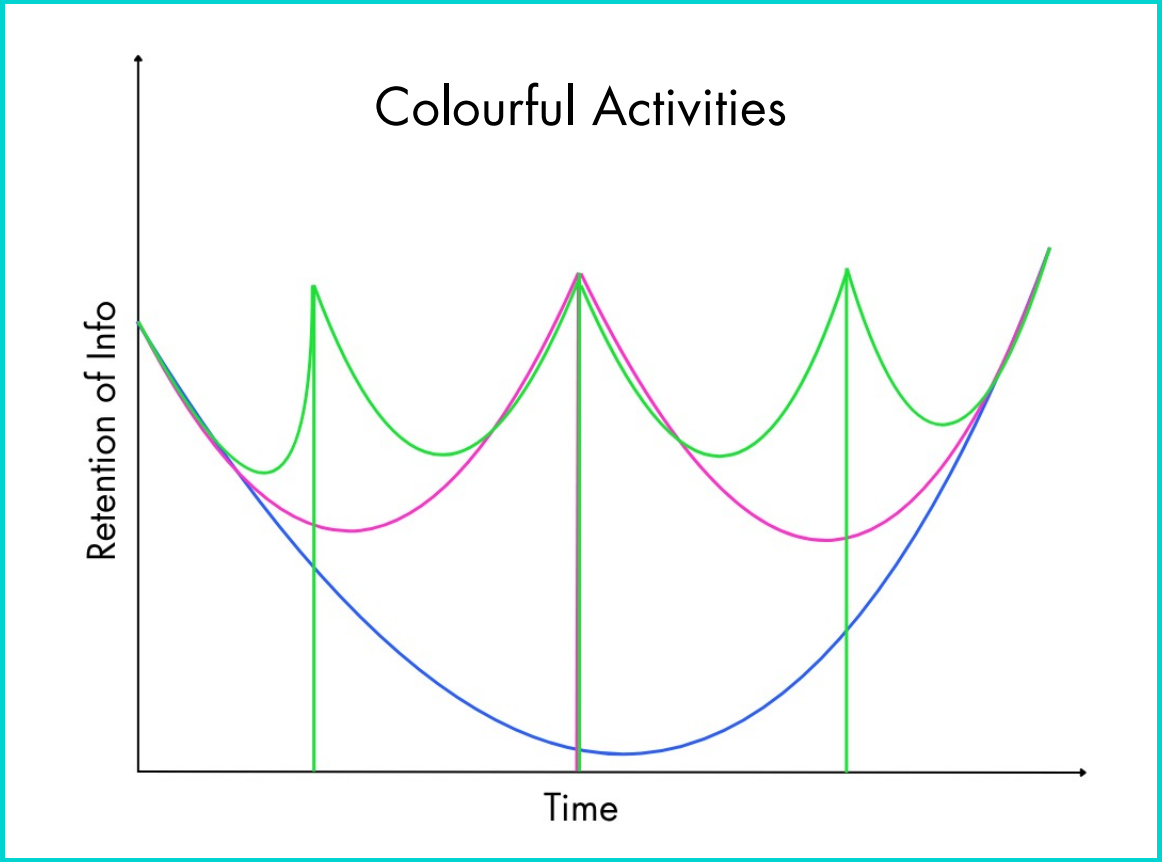
2 Two concepts to help you ENGAGE

- **Primacy-Recency Effect:** spend time on the BEGINNING and the END and include COLORFUL ACTIVITIES
- **WHY**. Get clear on why YOU care about this. Infuse your passion!

3 One task to do AFTER you write

- **Edit**. Imagine every word costs $20 — where can you save some $?

©Marsha Shandur for Yes Yes Marsha 2025



© M Shandur for Yes Yes Marsha 2025

30 SECOND MESSAGE

If you only had 30 seconds to speak,
what would you say?

Notes

30 SECOND MESSAGE

If you only had 30 seconds to speak,
what would you say?

Notes