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| Structure | Content | Advice |
| Purpose | How do you want your audience to change because of your presentation? | Be as specific as you can possibly be in answering this question. |
| Title | Can be descriptive, challenging, curiosity building, questioning… really anything! | Whether announced by a host or on a presentation screen the title should create a desire to learn more from the speaker. |
| Introduction | 1. Arresting opening
2. Indication of purpose
3. Outline of argument
 | Just enough information and justification of why you are taking up their time to get them onside… then get into your speech! |
| Body | Three main points each with their own introduction, body, and conclusion. Make the sentences at the start and end of each point different in style and delivery to signpost progression. | A thesis structured like this provides waypoints for your audience as you take them on the journey. It also reminds them that you are arriving at a destination = purpose! |
| Conclusion | 1. Summary of argument
2. Draw out a learning point or introduce maximum of one new point related to your core argument
3. End on a prepared sentence
 | Brevity is clarity! No one has ever said – “I wish that speech could have gone on a bit longer!” Edit as much as you can to distil your desired audience “take-aways” delivered at a time when they will be highly attentive. |