Structure & Content

Argumentation-Chain

Headline - attract attention and interest like in a newspaper article.

Present-Situation / Facts / Background Information
Give your listeners the chance to identify themselves by outlining the situation.
„The facts are ..." „Today we are looking at ..." „The current situation shows ..."

Risk - Itemize the logical risk of inactivity. „If we do not react ..."

Challenge / Vision / Issue - State what has to be addressed. Show what can be achieved before offering a solution. „Therefore we have to focus on ..."

Answer / Proposal / Solution
What you believe should be done. Detail how you will achieve what you propose.
„The best way of dealing with this is ..."

Benefits - Outline the benefits of your proposal. (reverse the risk) „By doing this we will gain ..."

Headline - Close your presentation by enforcing your message!