



OBJECTIVES

What are your team's objectives in leading this class?

STRATEGY

What do you want your audience to KNOW, FEEL, and DO as a result of your presentation?

What is your team's credibility? What will you do to leverage or improve your credibility in this class?

What style will you employ (tell/sell/consult/join) and why?

AUDIENCE ANALYSIS

What is your audience's bias towards you and your material; what is the implication for your strategy?

WIIFT (What's in it for your audience)?

What questions and objections do you expect from your audience?

What will you share with students one-week ahead of time so they can prepare for your class?

MESSAGE

State the structure you will use (direct/indirect):
Why?

What persuasive tactics (e.g. Cialdini's principles) will you employ, if any?

STRUCTURE

How will you use your allotted time (80 minutes)?

How will you close your class? And what are the next steps, if any? Be specific.

VISUAL AIDS

What visual aids will you use, if any?

REHEARSAL AND DELIVERY PLAN

What, if anything, concerns you about presenting? How will you prepare to overcome that feeling, or use it to your advantage?

As a team, how will you prepare for this class to ensure effective delivery of your content?

MIT OpenCourseWare
<https://ocw.mit.edu>

15.281 Advanced Communication for Leaders
Spring 2016

For information about citing these materials or our Terms of Use, visit: <https://ocw.mit.edu/terms>.