Draft the Closing First

Start with the result you chose. Draft the main message and your conclusion or request before preparing the opening. Revisit the draft after developing the body.

Return: State the main point people need to remember.

Resolve: State the conclusion. If the opening raises a question or tells a story, answer the question or explain what the story means.

Request: If action is needed, say who you are asking to do what and when.

What will I say to return to the closing after questions?

What is my final sentence? Finish it, pause, and stop.

Closing running time _____ Time reserved for Q&A _____

Listener test: What was the message, why did it matter, and what should happen next?

Draft the Opening

Earn attention, establish relevance, and show direction. Start with what matters to this audience rather than an introduction that delays the message.

Hook: A brief story, fact, quotation, rhetorical or tested question, comparison, demonstration, or relevant humor.

Relevance: Why does this subject matter to this audience now?

Direction: What will I explain, and what should people understand or be able to do afterward?

How will I move from the opening to the first main point?

Opening running time _____ Total presentation time _____

Use roughly 10 percent of the time as a planning guide, adjusting to the event. Rehearse the first minute aloud. Remove unnecessary biography, extended thanks, and nervous throat-clearing.

What a listener expects after hearing this opening