CHAPTER 4

Result Before the Remarks Planner

Identify the audience and the result you want. Then work backward: What would people need to do? How would they need to feel about doing it? What would they need to understand or believe first?

Event or practice scenario _____ Date _____ Time _____

Audience and what they can decide or do

What the audience already knows, cares about, and needs explained

Result: What should people understand, decide, or be able to do afterward?

Actions: What would people need to do to reach that result?

Feelings: How would they need to feel about doing it?

Thoughts: What would they need to understand or believe first?

Explore private coaching to shape a clear message around your audience and result.
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RESULT BEFORE THE REMARKS PLANNER CONTINUED

Select the Content and Check the Result

How will I check what people understood or could do afterward?

Select what belongs

Essential: information people need to understand, decide, or perform the task. Supporting: another example or explanation that can be shortened or left out without losing necessary information. Available: detail kept ready for questions or follow-up.

Essential	Supporting	Available

Facts, examples, and important limits the audience needs

What is my conclusion or request? Draft the ending first.

What must I keep in a shorter or one-minute version?

One item to remove or keep for questions or follow-up