



**15.281 ADVANCED COMMUNICATION FOR LEADERS  
MOTIVATIONAL SPEECH PLANNER**

NAME: \_\_\_\_\_

**INDIVIDUAL SKILL DEVELOPMENT**

What communication skills are you focused on developing in this presentation?

**PRESENTATION BACKGROUND**

What is the context of this situation?

Who is the audience?

**OUTLINE AND STRATEGY**

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

What is your credibility? What will you do to leverage or improve your credibility in this presentation?

**AUDIENCE ANALYSIS**

What are your audience's emotions in this situation? Which emotions will you appeal to in your presentation?

What are the benefits of your presentation for your audience—what's in it for them (WIIFT)?

- 1.
- 2.
- 3.

## MESSAGE

In one sentence, summarize the key message of your presentation. (*Note: Think about the importance of framing to help you define your message in a meaningful way.*)

State the structure you will use (direct/indirect, one- or two-sided):  
Why?

What language, symbols, metaphors, analogies, and/or stories will you use to inspire and motivate your audience?

What persuasive tactics (e.g. Cialdini's principles or other) will you employ?

What will you include in your introduction to *grab* the audience's attention and set the right tone?

How will you *close* your presentation and leave your audience feeling motivated? Be specific.

## VISUAL AIDS

Are visual aids appropriate for your presentation? If so, what type of visual aids (PowerPoint, whiteboard, flipchart, handout, etc.) will you use?

How will you interact with your visual aids to ensure your focus remains on the audience? (*Note: Disregard if you are not using visual aids.*)

## REHEARSAL AND DELIVERY PLAN

How do you plan to rehearse your motivational speech and ensure effective delivery?

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