

The 4 Questions you need to build into every Presentation or Talk

When you use this process you will:

- ✓ Effortlessly and rapidly get your ideas out of your head and onto paper – **from head to page to stage!**
- ✓ **Engage on a deep level** with each and every member of your audience
- ✓ Answer the **4 questions** (see table below) your audience don't consciously know they have
- ✓ Be using **Accelerated Learning** to meet the needs of all your audience
- ✓ Have a system that you can use **every time** you need to plan a talk – **even at short notice**
- ✓ Have the **peace of mind** that all your talks will be **understandable to the largest number of people**



**LET'S
GO**

Get a piece of paper and divide it into 4 boxes – and follow these 4 steps ...

Prepare your next talk

START HERE

1

Q.4: WHAT IF?

(25% of audience want the answer to this question)

The **What if** people learn best through self-discovery – “what if we changed this bit”... “what if we left that bit out” ... etc

Here’s how you can do it:

- Finish by exploring the ifs: “Let’s think about some of the consequences of applying this information. If we were to start using this knowledge in the business right now, this is likely to happen ...”
- “Let’s explore some possible benefits... And let’s consider what will happen if we don’t use this right now”

4

Q.1: WHY?

(35% of audience want the answer to this question)

The **Why** people need to have their why questions answered before they will be interested in hearing what else you have to say.

Here’s how you can do it:

- “Now here are the reasons why you may want to know about this”
- “Let me tell you why this research is so important and how it has been of benefit to groups like yourselves”

DANGER: This group is your largest group so **ALWAYS** start with answering the **WHY’s!**

2

Q.3: HOW?

(18% of audience want the answer to this question)

The **How** people learn best by doing. They are not too bothered with theory or reasons; they want to try things out, to get the feel.

Here’s how you can do it:

- Next, tell them how they can implement this: “Using this information, this is how, within your business, we could get these particular results”
- If there is time for an activity; invite them to have a go themselves with the info or tool you are sharing with them

3

Q2: WHAT?

(22% of audience want the answer to this question)

The **What** people want the information, facts and concepts about your topic – they will probably be taking notes too!

Here’s how you can do it:

- “So let me give you the information on this”
- “These are the facts and figures... Here are the essential points... ”

NB And fortunately the **What’s** are more patient than the **Whys!**

By following this simple process you have put together a presentation that matches the learning style of everyone in the group, and you have nicely structured all of your information. It doesn’t matter whether you have five minutes, twenty minutes or two hours - you can instantly deliver something that will work.

Based on Bernice McCarthy’s 4MAT System (a method for helping anyone learn anything. It has been used in thousands of teaching settings for over 25 years)