



SPOKEN WITH AUTHORITY

TWO WEEK

SPEECH PREPARATION TIMELINE

It generally takes about two weeks to prepare a quality presentation that can be delivered confidently. The amount of time you spend preparing each day is largely dependent on the length of the presentation, so it is advantageous to keep the presentation short. If that's not enough, remember that TED Talks are 18 minutes or fewer because audience attention wanes significantly after that point. This preparation timeline may be compressed, but doing so can contribute to an increase in stress and nervousness.



WEEK ONE: DEVELOP CONTENT OF PRESENTATION

Day 1: Consider purchasing a copy of ***Presenting Now*** (if you haven't already) and analyze the audience and situation (ch 3)

Day 2: Identify (and narrow) your thesis (ch 4)

Day 3: Draft a Sandwich Structure Outline of your presentation (ch 5)

- Write the thesis on the outline
- Craft the narrative arc of main points and subpoints (ch 6, 20, and 22)
- Wordsmith the attention-getter and clincher (ch 7)

Day 4: Say the draft presentation aloud twice from the Sandwich Structure Outline and revise each time for clarity, conciseness, and cohesiveness (ch 17)

Day 5: Supplement your Sandwich Structure Outline with visual slides (and limited text) for the presentation (ch 9)

Days 6 and 7: Solicit feedback and integrate suggestions into the outline and slides



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WEEK TWO: REHEARSE DELIVERY OF PRESENTATION

Day 8: Develop a pre-speaking routine to manage nervousness (and do it before future rehearsals and the presentation) (ch 2)

Day 9: Rehearse 1x focusing on stance (ch 11) and 1x focusing on sound (ch 12)

Day 10: Rehearse 1x focusing on smile (ch 13) and 1x focusing on silence (ch 14)

Day 11: Rehearse 1x focusing on sight (ch 15) and 1x focusing on setup (ch 16)

Day 12: Rehearse with a friend or colleague and practice responding to the three most likely and three most difficult questions you could get from listeners (ch 18)

Day 13: Conduct a dress rehearsal with full technology, record the rehearsal, review the recording, and make any final tweaks to the content and delivery

Day 14: Deliver the actual presentation, record (when feasible), solicit feedback, and celebrate

Day 15: Review evaluation data, watch video, reflect on successes and areas to improve in your next presentation, and thank people who helped you succeed



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Need support from a coach as you prepare?

Contact us to discuss our presentation preparation coaching engagements and other options.



Book a call: <https://bit.ly/SWA-Consult>



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