



Outlining

Rothwell, D. (2020). *Practically Speaking*. New York, NY: Oxford University Press.

Preparation Outline: Full Sentences, Complete Thoughts

Introduction

ATTENTION STRATEGY: Get your audience's attention! Some ideas: begin with a question, a startling statistic, a personal story, a visual aid, or a rhetorical question.

CENTRAL IDEA/THEME: The main concept you want the audience to understand by the end of your speech. Don't lose sight of this throughout your presentation!

PURPOSE STATEMENT: This declarative statement should be clear, concise, directional, and practical. It should indicate your intentions for the presentation.

SIGNIFICANCE: Make your audience care. Make it relevant to your listeners.

CREDIBILITY: Establish why you are a credible person to speak on this topic.

PREVIEW: Tell your audience what's coming!

- I. Main Point 1
- II. Main Point 2

Body

TRANSITIONAL STATEMENT: Use words like: let me begin, my first main point, to start...

- I. This is main point one.
 - A. Primary subpoint that supports your first main point.
 1. Secondary subpoint providing more evidence and support.
 2. Secondary subpoint providing more evidence and support.
 - B. Primary subpoint that supports your first main point.
 1. Secondary subpoint providing more evidence and support.
 2. Secondary subpoint providing more evidence and support.

TRANSITIONAL STATEMENT: Use words like: my second point, however, so what does this mean?, now that I've explained x, along the same lines, consequently, conversely...

- II. This is main point two.
 - A. Primary subpoint that supports your second main point.
 1. Secondary subpoint providing more evidence and support.
 2. Secondary subpoint providing more evidence and support.
 - B. Primary subpoint that supports your second main point.
 1. Secondary subpoint providing more evidence and support.
 2. Secondary subpoint providing more evidence and support.

Conclusion

TRANSITIONAL STATEMENT: In summary, in conclusion...

- I. Include a good concise summary here.
- II. Refer to the introduction/attention getting strategy if useful or memorable.
- III. Have a memorable finish.

Presentation Outline: Abbreviated, Simple Words & Phrases

Introduction

- A. **Attention:** Have you ever wondered...?
- B. **Significance:** timely, most of you
- C. **Credibility:** research, personal experience
- D. **Purpose Statement:** Why, what to accomplish.
- E. **Preview:** Point 1, 2

Look up!

Body

- A. **First main point** (parenthetically cite sources if necessary on presentation outline)
 1. 1124 people (put numbers and statistics here so you don't get them wrong)
 2. More support.
- B. **Second main point** (if you want, make use of highlighting to draw attention main points)
 1. Support.
 2. Support.

Slow down!

Conclusion

- A. **Summary**
 1. First point
 2. Second point
- B. **Connection to intro**
- C. **Memorable closer!**

Other Tips & Tricks

- Write notes for yourself in the margin of your presentation outline. They can remind you to make eye contact or slow down.
- Your preparation outline is **not** your presentation outline.
- If you choose to use a PowerPoint/Google Slides, create a preparation outline **first**. Then, create the slides and a presentation outline. This will prevent you from overloading your slides or relying on the slides throughout your presentation.
- Expect that you will have several versions/drafts of a presentation outline. This is because only the most important information should be on the presentation outline and what you need on it will change the more you practice.