Lesson 8: Quick Start Model: Good Bad New

"We are 35% above our projected revenue so far this year! (Good) . . . The obstacle is our 3rd Quarter where we have traditionally dipped (Bad) well below our revenue requirements. What can we going to do differently this year to improve the 3rd Quarter downward trend? Here is what I propose we implement (New) right away…"

The Good – Bad – New structure for your presentation is both logical and engaging. Your audience likes the message crisp, clear, and easy to follow. This Quick-Start Model is all three. Good news can be a powerful attention getter when delivered correctly. When you immediately create a contrast by then focusing on the Bad news, the audience not only stays engaged, they begin to feel uncomfortable. Your audience will naturally want to know how to proceed to avoid the pit-falls. This is where your transitional question can be inserted, between the Bad and the New.

Opening

Good?

Bad?

Transition!

New?

Closing

*Remember to eliminate the word "But" or "However" when you transition from Good to Bad.

Good – Bad – New

This format is ideal for a review of past performance or a project update. The first portion reviews what has been going well so far. Then the bad is a summary of the obstacles or struggles that have been encountered. This portion doesn't need to be referred to as the bad. It can simply be called the difficulties, the obstacles, the setbacks, or the issues being experienced.

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The transitional moment in the presentation occurs as the speaker moves in the new direction with the new changes that will be implemented to overcome the obstacles. In typical presentations using this format, the transition from the obstacles (bad) to the solutions (new) is intriguing and engaging to the audience. It draws them back in with high interest. This helps prevent a dip in the audience's attention.

This structure can also be used for peer feedback from your audience on your presentation! Just ask them to write down one thing that you did Good (keep doing), Bad (stop doing), and New (start doing).

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