



MASTER CLASS

MC2601: Presentation Messaging:

STRUCTURE IDEAS FOR IMPACT



How You'll Benefit:

- Craft clear, concise, and audience-focused messages.
- Confidently structure presentations to inform, engage, and influence.
- Capture attention from the start and close with a strong call to action.
- Adapt messages to different business audiences, from executives to peers.
- Improve communication effectiveness in meetings, presentations, and project updates.

Program Overview:

Strong communication can make the difference between having your ideas approved—or ignored. This workshop equips professionals with a practical framework for building clear, audience-focused messages that drive action. Participants will learn how to define their presentation purpose, analyze their audience, and structure ideas using proven message frameworks. Through guided practice and peer feedback, they will develop the skills to open with impact, deliver information logically, and close with confidence. Whether presenting to executives, peers, or clients, this course helps professionals communicate with clarity and influence.

Agenda:

TOPIC 1

Set Your Goal – Identify the purpose of your message (Know-Feel-Do).

TOPIC 2

Audience Analysis – Assess audience demographics, knowledge, and level of interest (Who-Know-Care).

TOPIC 3

Message Preparation – Plan your content with clarity and focus.

TOPIC 4

Message Structures – Apply proven frameworks (Tool of Three, What-Why-How, Situation-Action-Result and Good-Bad-New).

TOPIC 5

Outlining Your Message – Organize key points and supporting material.

TOPIC 6

Openings That Engage – Use CABA to start strong with benefits and agenda.

TOPIC 7

Closings That Stick – Use MAS to end with a call to action and memorable takeaway.

TOPIC 8

Practice & Feedback – Build and share messages in small groups for peer feedback.

AI Coaching Experience:

Scenario 1:

Defining the GAP for Senior Leadership: Practice using the Six-Questions GAP Model to define your purpose, analyze your audience, and structure a clear update for senior leadership on a high-profile project.

Scenario 2:

Presenting Technical Issue Resolution: Practice using the Situation-Action-Result (SAR) model to deliver a clear, impactful update to senior leadership on a major technical issue and its successful resolution.

Delivery Format:

Virtual

Duration & Structure:

2 hours

Up to:

30 participants