

STEP 1:
CLARIFY

- Purpose:** Gather the information needed to identify and clarify the core message
- Tools:** Preparation Checklist
- Result:** Ability to answer the question: "If my audience takes away one key idea, what does it need to be?"

STEP 2:
ORGANIZE

- Purpose:** Organize content for understanding
- Tools:** Planning Worksheet, Planning Outline, "Chunk It" Tip Sheet
- Result:** A presentation that allows listeners to quickly and easily understand the message

STEP 3:
DEVELOP

- Purpose:** Develop media to maximize the message
- Tools:** RSVP Score™ Card
- Result:** Media that supports, not overpowers, your presentation

STEP 4:
EXPRESS & ENGAGE

- Purpose:** Express yourself with ease, energy, and enthusiasm to project a self-assured confidence
- Tools:** One-on-one coaching, Performance feedback, SpeakerNotes™ with feedback and next steps
- Result:** A self-assured confidence that will engage and inspire your audience