



# Do not start with Powerpoint – 7 Pieces of Essential Preparation

## 1. Background

Who is the audience? What is their colour? What are they thinking? What have they seen/know about us already? Why is this meeting happening? What are their expectations? OPV – A great tool from Edward DeBono. One of our favourites.

## 2. Duration

How long do we have? How much time do we want to spend presenting? How much time do we want to spend discussing? How much time do we need for agreement?

## 3. EIM

What is our ‘End in Mind? A great tool from Stephen Covey, habit 2 asking ‘What do you want to achieve at the end of this meeting?’.

## 4. Objectives

What are your objectives for this meeting? We suggest having 3 simple, specific, and clear objectives that everyone who is attending from your side knows.

## 5. Messages

What are the key messages we wish to convey? We suggest having 3 simple, specific, and clear messages that everyone who is attending from your side knows.

## 6. Tone

Describe the tone you wish to convey in 3 words.

## 7. Format

What format shall we use? Once you have completed the first 6 pieces, the last piece is about format and we recommend a combination of formats, e.g. A3 posters, video, discussion worksheets, powerpoint, etc. to suit the objectives because this will add ‘texture’ to your presentation.

To know more about our ‘Must Win Meetings’ product, please contact us:

- [helpme@makingbusinessmatter.co.uk](mailto:helpme@makingbusinessmatter.co.uk)
- 0870 4424 504
- [www.makingbusinessmattter.co.uk](http://www.makingbusinessmattter.co.uk)