



Theatre of PUBLIC SPEAKING

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*How to Plan a
Dynamic
Presentation in 15
Minutes*

MISTYMEGIA.COM



Welcome!

Speakers often move too quickly to build out a deck, trying to fit in every piece of wisdom an audience should know about a topic. It comes from a space of wanting to give, which is incredible, but during the presentation, they get a glimpse of the clock and realize there's only 10 minutes left to cover the next 30 slides!

They internally hyperventilate as they become a butcher to trim down, telling the audience they need to skip sections due to time, which makes the audience panic and think, "What am I missing that I need to know!!!"

The calm chaos unfortunately causes strong emotions all around. The audience leaves the meeting paralyzed due to information overload or omission, and the speaker feels like they didn't articulate their content, rambled, and went off topic.

Luckily, there is a way to bring a succinct presentation to any type of meeting that is well thought out while providing deep actionable impact. The good news is you can get this done in 15 minutes!

The easiest way to achieve success in a presentation, whether it's a keynote, a boardroom meeting or prospect training, is to start with a strong foundation. That strong foundation is the accelerated outline. As you practice the method we are teaching, you will find it becomes easier and easier to implement and set yourself up to be the eloquent, thoughtful, inspiring speaker you truly are.

Break a leg and remember:

"Don't practice until you get it right, practice until you can't get it wrong." -Unknown

Misty Megia





*Here's Who
Has Your
Back*

Misty Megia is a business strategist extraordinaire. She has driven success for multiple companies across various industries including; hardware manufacturing, software developers, green energy, education, and more. She has over 20 years of experience in market strategy, project management, public speaking, corporate branding, and channel marketing. In addition, Misty is a performer, director, and choreographer in professional theatre with 100+ productions in her background.

Misty thrives when she directs high-achieving individuals' public speaking techniques. She brings her 20+ years in corporate speaking and 20+ years in theatre into her unique program. She loves coaching others to produce astonishing presentations. She is here to support those who want to elevate their speaking to an unforgettable meeting/boardroom/audience experience.



CRAFTING AN OUTLINE

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Where to Start

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How to Build an Outline

We all have incredible ideas for speeches (believe me, you have at least three dozen). Often, the hardest part can be the time required to take your idea and turn it into a rockstar presentation. Speakers waste hours trying to write a 60 minute high stakes speech only to have so many inconsistencies throughout the flow that they end up scrapping those hours of work and starting all over.

Laying out a strong guided outline is the trick here. With solid foundations to a speech, every aspect of the presentation stays focused and supports the overall mission.

Outlines provide a roadmap for success, capture our ideas, help us refine, and become our rehearsal tool in memorizing, which leaves us more time to create an impact on stage.





The Accelerated Outline

This outline is something I use for every keynote, breakout session, peer presentation, or meeting. These questions help me outline my thoughts before creating a deck so I am succinct on my purpose and the value I want to provide.

**Keep this in mind at all times: Who is your audience and what information can you share to help them succeed?*

Question One: Start with the end in mind.

What is the one thing I want the audience to be able to do or achieve after this presentation?

Question Two:

How do I want them to feel once the meeting/presentation is over?

This question is a 'gut check' of sorts. If you want your audience to feel inspired, make sure your presentation utilizes elements to create a feeling of joy and creativity. If you want your audience to feel fear, utilize elements to create feelings of doubt, anxiety, or negativity (this is just an example, I don't necessarily recommend you make your audience fearful).





Accelerated Outline

Question Three:

What three things will get them to the one thing your audience needs to do after your presentation?

Now that you've identified the overall goal of your presentation, what three points (think of these as topic sentences) will get your audience to achieve your goal? We aren't getting into the weeds with data, stories, or examples here. These are the big signposts of your speech, guiding your audience to success.

My Example: Here is my outline for a current presentation I give to help speakers create a "go-to" system for handling speaking anxiety. Most of the time, the anxiety starts weeks in advance of a high stakes meeting so it's important for them to have strategies to implement early in the process.

My goal

The audience will be able to create a plan for overcoming public speaking anxiety.

My three signposts

1

Identify the source of anxiety

2

Strategies to combat any type of anxiety

3

Creating your "go-to" pre-presentation rituals





Accelerated Outline

Your turn! Thinking of your audience, what concepts are tangible, new perspectives, relatable, and challenge them to reach for their better self?

Question Three:

What three things will get them to the one thing your audience needs to do after your presentation?

Rewrite the goal of your presentation here:

Outline your three signposts here:

1

2

3





Accelerated Outline

Next Step: Write three subsections to support your main sections

You've written your goal and your three signposts to help your audience reach their goal. Congrats, you are almost there! Now, what do they need to know in each area? What content, stories, strategies do you want to share?

My Example Continued:

My goal

The audience will be able to create a plan for overcoming public speaking anxiety.

My supporting information:

1

Identify the source of anxiety

Explain hidden signs of anxiety

Research on fears of public speaking in our DNA

Audience identifies their personal anxiety triggers

2

Strategies to combat any type of anxiety

Mindset

Physical Activities

How Athletes, performers, high achieving executives tackle anxiety

3

Creating your "go-to" pre-presentation rituals

Week before

Day Of

During presentation





Accelerated Outline

Your turn! Thinking of your audience, what concepts are tangible, new perspectives, relatable, and challenge them to reach for their better self?

Next Step: Flush out your ideas under each section divide

Rewrite the goal of your presentation here:

Outline your three signposts here:

1

2

3





Accelerated Outline

Question Four: Expand Your Outline

What third party sources can you use to add credibility to your presentation?

Expand your outline! Use data, stories, and insights to add credibility to your presentation. Third-party sources prove out your thoughts and confirm your keynote isn't just your opinion. Utilizing evidence to back up your ideas provides support, additional proof points, and substantiates your topic in the audience's mind.

Note: Give attribution to all 3rd party information and ensure they are from trusted sources.

Review your signposts and your overall goal.

What are some possible 3rd party resources to support my topic:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____





Accelerated Outline

Question Five: Are you still in alignment?

Confirm your third party sources support your overall presentation goal.

This should happen naturally since you've built your third party sources to support your three signposts, which all serve to support your presentation goal. However, it is always good to doublecheck and make sure your audience is still walking away with what they need.

I recommend using a Google Doc or Word Doc to compile the answers you have above into a single document. Start with your goal, and using bullet points, outline your signposts and third-party sources. It should look something like this...

Example Only

What I want the audience to achieve after this session.

- This is the first thing they need to know to be able to achieve the goal
 - Datapoint, story, interesting fact
 - Supporting information point 1
 - Supporting info 2
- This is the second thing they need to know to be able to achieve the goal
 - Personal example to support this point
 - Datapoint, story, interesting fact (You choose!)
 - Another supporting point
- This is the third thing they need to know to be able to achieve the goal
 - Datapoint, story, interesting fact, idea, concept (Again, you choose!)
 - Another supporting point
 - Last supporting point and Call To Action





CREATE *Your* MIC DROP MOMENT

The exercises above are just a sneak peek of the wonderful world of public speaking, and I've built a 6-week course designed to dive deep and hone your talents when it comes to the stage (or boardroom). The Theatre of Public Speaking brings you self-guided lessons, live coaching, and weekly topic intensives. In my course, we dive deep into the topics covered above, as well as explore...

- Strategies to Engage Every Audience for Maximum Impact
- Body language to Enhance Your Message and Come Alive on Stage
- Speech Prep to Curb Anxiety and Show up Confident
- Answering High Stakes Questions
- Accelerated Outline Tools to Create Speeches in 15 Minutes or Less
- Top Keynote Strategies
- Marketing Your Self as a Speaker
- Digital Storytelling

The Mic is Yours!

Click this box to get on our waitlist for our August course, and we will be in touch soon! As always, we are happy to answer any questions you may have about joining the Theatre of Public Speaking Program.

