

# ***TRIPLE S* Actionable Checklist**

3 S's to help you MINIMIZE YOUR NERVES AND MAXIMIZE YOUR COMMUNICATION IMPACT for PEAK PRESENTATION PERFORMANCE

# TRIPLE S Actionable Checklist



## S 1: Strategy

If you're a sharpshooter, you have to aim at your target before you shoot. That is, if you want to hit it. Why would it be any different for a presenter? Presenting without a clear Strategy would be like shooting without aiming.

Therefore, think about these questions before preparing your talk:

**Q: Who's my audience? What are their needs & interests? What are they expecting to hear/learn/do?**

---

---

---



## Strategy cont.

**Q: How can I ensure that my talk is a 2-way dialogue, not a 1-way monologue? What's the best way to connect with them right at the start (e.g. relevant story; thought-provoking question; short interactive game)?**

---

---

---

**Q: What's the best way to deliver my message (ppt, flip chart, handout)? How can I mix up the media to give my listeners variety (e.g. ppt + flip chart)?**

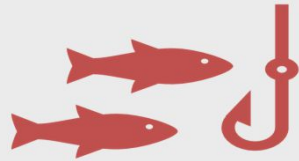
---

---

---

# **TRIPLE S Actionable Checklist**

# TRIPLE S Actionable Checklist



## S 2: Structure

If you're a tour guide leading people through a jungle, they must be able to hear *and* see you. That is, if you want them to stay with you...it's no different during a talk.

Therefore, think about these questions before your ppt:

**Q: What's my *Opening Hook*? How will I catch their attention at the very start (if you don't, they'll drift away)?**

---

---

---

# TRIPLE S Actionable Checklist

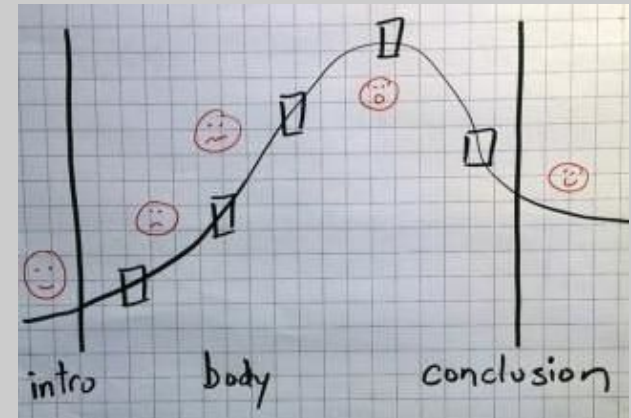
## Structure cont.

Q: Does my talk have a clear beginning, middle & end? If not, it should. Aim for 10-15% (intro), 75-85% (body), 5-10% (conclusion).

---

---

---



# TRIPLE S Actionable Checklist



## Structure cont.

**Q: What's my *Call To Action (CTA)*? You've won and kept their attention for xx minutes so what do you want them to do now?**

---

---

---

Brain fact: Human attention is highest at the beginning & the end of a talk. Therefore, make it count with a compelling *Opening Hook* & a strong *CTA*.



### S 3: Simplicity

Just as important as a clear Structure, it needs to be easy to follow *and* understand.

Therefore, think about these questions when preparing your talk:

**Q: How easy are my slides to navigate? How many ideas are on each slide (if more than 3, too many!)?**

---

---

---

## TRIPLE S Actionable Checklist



# ***TRIPLE S*** **Actionable** **Checklist**

## **Simplicity cont.**

**Q: Am I using color? If not, you should be. What about pictures & graphics? Pictures beat words any day of the week - think PowerPicture, not PowerPoint!**



---

---

---



# TRIPLE S Actionable Checklist

## Simplicity cont.

**Q:** Is the *Core Message* of my talk clear? That is, the one key idea you want your listeners to take away. After all, if they take away one idea from your talk, you've done well.

---

---

---

How often will you repeat the *Core Message*?  
Brain Fact: The more you repeat something, the greater the chance it'll be remembered.



***TRIPLE S***  
**Actionable**  
**Checklist:**  
**Overview Of**  
**Key Questions**

10



**Key questions to MINIMIZE NERVES and MAXIMIZE COMMUNICATION IMPACT:**

Q: Who's your audience? What are their needs & interests? What are they expecting to hear or learn?

Q: What's your *Opening Hook*? How will you catch their attention at the very start?

Q: How can you ensure that your talk is a 2-way dialogue, not a 1-way monologue? What elements make it interactive?

Q: What's the one key idea you want your listeners to take away? Is this *Core Message* clear to all?

Q: What's your *Call To Action*? What do you want them to do now?

# ***TRIPLE S Actionable Checklist***

Practical examples from a presentation to a group of environmentally-active professionals:

*Opening Hook:* Thought-provoking question: “Imagine if every family in China had two cars by 2025...what would that mean to the environment?”

*Core Message:* “Climate change can’t be stopped but it can be smartly managed.”

*Call To Action:* “If you want to help reduce climate change, reduce your meat consumption to 1-2 x per week.”