



**15.281 ADVANCED LEADERSHIP COMMUNICATION
PRESENTATION TO A HOSTILE AUDIENCE PLANNER**

NAME: _____

INDIVIDUAL SKILL DEVELOPMENT

What communication skills are you focused on developing in this presentation?

PRESENTATION BACKGROUND

What is the context of this situation?

Who is the audience?

STRATEGY

What do you want your audience to **KNOW, FEEL, AND DO** as a result of your presentation?

What is your credibility? What will you do to leverage or improve your credibility in this presentation?

AUDIENCE ANALYSIS

What does the hostile audience already know about what you are going to be saying to them?

What do they want?

What are their likely objections to your presentation?

What are the benefits of your presentation for your audience—what's in it for them (WIIFT)?

MESSAGE

In one sentence, summarize the key message of your presentation:

State the structure you will use (direct/indirect, one- or two-sided):

Why?

What evidence will you use to support your persuasive message?

What persuasive tactics will you employ?

How have you limited your material to allow adequate time for responding to hostile questions?

What will you include in your introduction to set an appropriate tone?

How will you *close* your presentation? - Be specific. [Remember that in this interactive presentation you will be taking questions throughout so you will want to allow time for a proper wrap-up.]

HANDLING HOSTILITY

How will you invite questions in the *beginning* and keep your presentation on track despite interruptions?

What key questions/objections/emotional reactions do you expect from your audience?

1.

2.

3.

4.

Will you prepare back-up material for use in answering questions? Why or why not?

How will you respond to hostile questions and reactions? What will you do to defuse hostility?

How will you manage your own emotions?

VISUAL AIDS

Are visual aids appropriate for your presentation? If so, what type of visual aids (PowerPoint, whiteboard, flipchart, handout, etc.) will you use?

How will your visual aids help you manage the hostile situation? (*Note: Disregard if you are not using visual aids.*)

How will you interact with your visual aids to ensure your focus remains on the audience? (*Note: Disregard if you are not using visual aids.*)

REHEARSAL AND DELIVERY PLAN

Based on the lessons you learned from your previous presentation, what will change about your preparation and rehearsal to ensure effective delivery?

How will you practice responding to hostility? Will you practice in front of an audience?

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