

Oral Presentation Model

Start strong and end strong!!!

HOOK
↓
THESIS
↓
**TOPIC Intro
&
SUBTOPIC Overview**

**Tell them what
you are going to
tell them!**

SUBTOPICS
("Rule of 3")

Tell them!

SUMMARY

**Tell them what
you told them!**

CONCLUSION

**RECOMMENDATION/
CALL TO ACTION**

**Tell them what
you want them to
do with what you
told them!**

HOOK

Catches the attention of your audience. Sometimes referred to as a “grabber”. Can be in the form of a strong statement (serious or funny), a question which invites a brief response from your audience, a rhetorical question, a story or skit, or a joke. It can also involve other media (e.g. a video clip). Make sure you practice your hook well. This is critical.

THESIS

This is the singular main point you are trying to convey to your audience. It can be looked at as the lens or window into your main topic, your perspective or angle on your topic. Everything in your presentation is meant to support your thesis. There must be a clear connection between your hook and thesis. Think of the progression from Hook to Thesis to Topic as a funnel that invites people into your presentation.

Your Thesis and Conclusion must connect to each other. They are not necessarily worded identically but your conclusion must restate your thesis in some way. If not it is likely you are not clear what your presentation is truly all about (your main point).

TOPIC Intro. & SUBTOPIC Overview

Here you communicate your main topic – followed by an overview to your subtopics. It must be easy for your audience to see the connection between your Thesis and Topic. If not, you will start to lose your audience as they remain stuck trying to figure it out.

SUBTOPICS (“Rule of 3”)

This is the main body of your presentation. An effective and often-used structure is the “rule of 3”. It creates a clear structure your audience can follow. You can break down your main topic into 3 subtopics. And if you get into longer presentations (over 10-15 minutes) you can break down your subtopics into 3 sub-subtopics each. Just be sure you summarize your sub-subtopics before you move on to your next subtopic so that you keep your audience with you.

The rule of 3 comes from many facets of life and can be seen in the creative arts (e.g. telling a joke “Three men walk into a bar...”) and spiritual symbolism (and it may not always be 3 subtopics – it may only be two at times or perhaps 4 – but try not to go beyond that).

SUMMARY

Very important to summarize your key subtopics to remind your audience and have them with you when you state your conclusion(s). Include a small amount of clarifying detail.

CONCLUSION

This should flow naturally if you have summarized properly. It will restate your Thesis in a form that tells your audience that your Thesis is proven or true (i.e. that you delivered your main point clearly).

RECOMMENDATION / CALL TO ACTION

At this point your audience is wondering “Now what?” Here you invite your audience to do something with what you have provided. What do you want them to do, say, act like or think