

# Presentation Planning Template

Based on Lorraine K. Lee's Attention Toolbox Framework

---



## PRESENTATION OVERVIEW

**Presentation Title:** \_\_\_\_\_

**Date & Time:** \_\_\_\_\_

**Duration:** \_\_\_\_\_

**Format:** ☐ In-person ☐ Virtual ☐ Hybrid

**Key Objective:** What's the ONE thing you want your audience to do after your presentation?

---

---

---



## SECTION 1: AUDIENCE RESEARCH WORKSHEET

### Think-Do-Feel Matrix

**Instructions:** Map out where your audience is now versus where you want them to be after your presentation. This helps you understand their current mindset and the change you want to spark.

#### Current State (NOW)

**THINK:** What do they currently believe or think about your topic?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**DO:** What actions are they currently taking (or not taking)?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**FEEL:** What emotions do they have about this topic right now?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Desired State (AFTER)

**THINK:** What do you want them to believe or think after your presentation?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**DO:** What specific actions do you want them to take?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**FEEL:** How do you want them to feel when they leave?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Audience Intelligence

**Who will be in the room?** (Roles, seniority levels)

\_\_\_\_\_

**What are their biggest challenges related to your topic?**

\_\_\_\_\_

**What business goals/KPIs do they care about?**

\_\_\_\_\_

**What's their current knowledge level on this topic?** ☐ Beginner ☐ Intermediate ☐  
Advanced ☐ Mixed

\_\_\_\_\_

## SECTION 2: HOOK BUILDER

### Opening Strategy Brainstorm

**Instructions:** Develop 3 different opening approaches. You only have seconds to make people care—make them count!

## Option 1: Begin at the End

*Help your audience visualize an ideal future state*

**Draft Opening:** "Imagine

---

---

**Why this works for my audience:**

---

## Option 2: Get Them Involved Early

*Start with something interactive to prime engagement*

**Interactive Element:** ☐ Poll ☐ Show of hands ☐ Write something down ☐ Partner discussion  
☐ Other: \_\_\_\_\_

**Draft Opening:**

---

---

**Why this works for my audience:**

---

## Option 3: Shock Them

*Lead with a bold or unexpected statement to jolt attention*

**Draft Opening:**

---

---

**Why this works for my audience:**

---

☒ **CHOSEN HOOK: Which approach will you use?**

☐ Option 1 ☐ Option 2 ☐ Option 3

**Final Opening (refined):**

---

---

---



## SECTION 3: SLIDE OUTLINE PLANNER

### Structure with Movement Every 30 Seconds

**Instructions:** Plan your presentation flow with intentional visual movement every 30 seconds (aim for 2 movements per minute). This keeps attention and prevents "slide coma."

### Presentation Structure

#### Opening Hook (2-3 minutes)

- Slide 1: \_\_\_\_\_
  - Movement: ☐ Animation ☐ Video ☐ Transition ☐ Interactive element
- Slide 2: \_\_\_\_\_
  - Movement: ☐ Animation ☐ Video ☐ Transition ☐ Interactive element

#### Main Content (Fill in your key sections)

##### Section 1: \_\_\_\_\_

- Slide 3: \_\_\_\_\_
  - Movement: \_\_\_\_\_
- Slide 4: \_\_\_\_\_
  - Movement: \_\_\_\_\_
- Slide 5: \_\_\_\_\_
  - Movement: \_\_\_\_\_

##### Section 2: \_\_\_\_\_

- Slide 6: \_\_\_\_\_
  - Movement: \_\_\_\_\_
- Slide 7: \_\_\_\_\_
  - Movement: \_\_\_\_\_
- Slide 8: \_\_\_\_\_
  - Movement: \_\_\_\_\_

##### Section 3: \_\_\_\_\_

- Slide 9: \_\_\_\_\_
  - Movement: \_\_\_\_\_
- Slide 10: \_\_\_\_\_
  - Movement: \_\_\_\_\_
- Slide 11: \_\_\_\_\_
  - Movement: \_\_\_\_\_

### Visual Engagement Checklist

- ☐ Replace text-heavy slides with visuals (icons, photos, animations)
- ☐ Use large fonts (minimum 24pt)
- ☐ Stick to 2-3 colors maximum

- ☐ One key point per slide (30-second rule)
  - ☐ Add unexpected elements (GIFs, stickers, video clips)
  - ☐ Test slides for back-of-room visibility
- 



## SECTION 4: VOCAL VARIETY PLANNER

### The 3 P's: Pitch, Pace, Pause

**Key Messages** where you'll use vocal emphasis:

**Message 1:** \_\_\_\_\_

- **Pitch:** ☐ Higher (excitement) ☐ Lower (serious/grounded)
- **Pace:** ☐ Faster (energy) ☐ Slower (emphasis)
- **Pause:** ☐ Before for suspense ☐ After to let it land

**Message 2:** \_\_\_\_\_

- **Pitch:** ☐ Higher (excitement) ☐ Lower (serious/grounded)
- **Pace:** ☐ Faster (energy) ☐ Slower (emphasis)
- **Pause:** ☐ Before for suspense ☐ After to let it land

**Message 3:** \_\_\_\_\_

- **Pitch:** ☐ Higher (excitement) ☐ Lower (serious/grounded)
  - **Pace:** ☐ Faster (energy) ☐ Slower (emphasis)
  - **Pause:** ☐ Before for suspense ☐ After to let it land
- 



## SECTION 5: STRONG CLOSE SCRIPT FRAMEWORK

### 1. Recap Key Points

**Instructions:** Group your content into 2-3 core themes and repeat them one final time.

**Your 3 Big Ideas:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Recap Script:** "Today we covered three essential points. First, \_\_\_\_\_

Second, \_\_\_\_\_

---

And finally, \_\_\_\_\_

---

"

---

## 2. Ask for Commitment

**Instructions:** Have your audience commit to ONE specific action in writing.

**Commitment Ask:** "Before you leave, I want you to write down ONE thing from today that you're going to implement. What's the first step you'll take?"

**Follow-up:** ☐ "Share it with the person next to you" ☐ "Post it in the chat" ☐ "Raise your hand if you're willing to share" ☐ Other: \_\_\_\_\_

## 3. Control the Final Moment

**Instructions:** Prepare a closing statement that brings everything full circle, even if you end with Q&A.

**Final Statement:**

---

---

---

**Contact Information/Next Steps:**

---

---



## PRE-PRESENTATION CHECKLIST

### Technical Setup

- ☐ Test all slides and animations
- ☐ Check audio/video quality
- ☐ Backup slides in multiple formats
- ☐ Test interactive elements (polls, etc.)

### Physical Preparation

- ☐ Practice standing/sitting posture
- ☐ Plan hand gestures for key points
- ☐ Practice eye contact (camera for virtual)
- ☐ Prepare opening and closing from memory

### Final Review

- ☐ Run through timing (aim to finish 5 minutes early)
  - ☐ Practice vocal variety on key messages
  - ☐ Prepare for likely Q&A questions
  - ☐ Plan smooth transitions between sections
- 



## SAMPLE FILLED-IN TEMPLATE

### Example: "Improving Team Meeting Effectiveness"

**Presentation Title:** From Meeting Dread to Meeting Success

**Key Objective:** Get managers to implement one new meeting strategy within the next week

### Sample Think-Do-Feel Matrix

#### Current State (NOW)

- **THINK:** Meetings are necessary evils; nothing can make them better
- **DO:** Run same boring status update meetings; multitask during meetings
- **FEEL:** Frustrated, drained, like meetings waste time

#### Desired State (AFTER)

- **THINK:** Meetings can be engaging and productive with the right approach
- **DO:** Try one new meeting technique; be more present in meetings
- **FEEL:** Optimistic about improving their team's meeting culture

### Sample Hook (Begin at the End)

"Imagine walking into your next team meeting and seeing people actually excited to be there. No one's checking their phone. Everyone's engaged. You finish on time with clear action items and people thank you for a productive session. Sound impossible? It's not."

### Sample Strong Close

**Recap:** "We've covered three game-changing strategies: starting with outcomes instead of agendas, using the 15-minute rule, and ending with commitments instead of summaries."

**Commitment:** "Write down which ONE strategy you'll try in your very next meeting."

**Final Statement:** "Better meetings don't happen by accident—they happen by design. You now have the tools. The question is: will you use them?"

---



## POST-PRESENTATION FOLLOW-UP

**Within 24 hours:**

- ☐ Send slide deck to participants
- ☐ Share additional resources mentioned
- ☐ Send personal follow-up to key stakeholders

**Within 1 week:**

- ☐ Check in on commitments made
- ☐ Gather feedback via survey
- ☐ Document lessons learned for next time

---

*This template is based on "The Presentation Attention Toolbox" by Lorraine K. Lee. For more presentation strategies, check out her book "Unforgettable Presence."*