

| THE POWERFUL 3-D OUTLINE™ |

I travel all over the world teaching sales people, managers, and executives how to be more effective in their presentations. Without fail, the 3-D Outline™ produces a tremendous amount of enthusiasm from novice presenters and seasoned pros alike. Speakers are drawn to the simple streamlining and preparation the 3-D Outline™ offers for *any* planned presentation.

We introduced this instrument in Chapter 1, and we'll be talking about it in each of the scenario chapters as well. As you interact with the 3-D Outline™ throughout this book, you will discover how powerful and simple it can be as you prepare to present to an audience of any size in any situation. Not only will the 3-D Outline™ allow you to present more effectively, it will also help you save time.

The 3-D Outline™ allows you to quickly get your arms around your presentation, because it helps you identify and quantify large amounts of information in a small amount of space and time. It uncovers many of the unknown elements of your presentation, helps you to see the big picture, and allows you to organize your thoughts and maintain your focus as you sort through your material.

Traditional presentation outlines—the ones we learned in school—are mostly one-dimensional. They describe *what* we want to say in a list of points and sub-points. That is where many people stop. When speakers focus only on the *what*, they easily get lost in tangents. They can become overwhelmed with all the possible directions a presentation can take, and they waste time gathering information that does not really fit with the presentation.

The 3-D Outline™ takes on two more dimensions that save countless hours in preparation. By helping speakers take a disciplined approach to all three dimensions of a presentation—the *what*, *why* and *how*—the 3-D Outline™ streamlines the speaker's focus. This approach encourages you to focus on your objectives and allow them to steer your presentation. By keeping your objectives (the *whys*) before you, you are forced to dissect the entire process and think about the techniques (the *hows*) you will use to inspire your audience, rather than focusing just on *what* you will deliver.

The 3-D Outline™ empowers you to estimate the amount of time you will need for each segment of your presentation. This simple practice will help you prepare the right amount of material. You'll be amazed at how much time and energy you save when you eliminate the worry of having enough content or stop developing segments for your presentation that will not fit into your allotted time. Using the 3-D Outline™ ensures that every major point in your presentation supports your objectives and justifies the time you have allotted for each segment.

Once you have the WHAT, WHY, and HOW columns completed, look at the TIME column and estimate how many minutes you will spend on each segment. Change this as often as you need to until it feels right. The body of your presentation usually consists of three to eight major points, and some may have sub-points. You may want to put an item on the end that has a variable time frame, just in case someone gets long-winded!

Look at a blank template for the 3-D Outline™ on the next page. Notice all of the information you can have at your fingertips on one sheet of paper. The top part of the outline allows you to write down virtually everything you need to remember, so you don't have to look for it in several different places, which helps you save time and eliminate stress.

3-D OUTLINE™

Presentation Title:						Del. Date:	
Audience:						Start Time:	
Objectives:						End Time:	
Final Preparation Checklist:	[]						
	[]						
#	Time	What	Why	How	Who		
1.							
2.							
3.							
4.							
5.							
		Total Time					

Time: Estimated time for each segment in the *What* column

Objectives: Clarify needs and determine actions for audience to take

What: Key Points, starting with an opening and ending

Audience: Define or describe your audience

Why: Use action words like *share, communicate, inspire, reveal*

How: Use words like *present, slides, hand-out, Scripture, story, Q&A, video*

Checklist: Things to do to get ready

Who: The person leading

Free templates for the 3-D Outline™ are available at www.PurposeFilledPresentations.com.

For clarification, let's do a quick review of the five columns, focusing on how they increase effectiveness and help save time.

! **What (The First Dimension):** The WHAT column identifies each segment of your presentation. Remember, this is where you will record a brief description of your introduction, opening, main points, and closing. Consider this column in conjunction with the WHY and TIME columns. When you develop only those segments that support your objectives and limit your preparation of each segment to the time parameters, you improve your effectiveness and save time.

! **Why (The Second Dimension):** The WHY column is for recording the reason why you have chosen what you will present. It helps you keep focused on your objective. By aligning every segment in the WHAT column with an objective in the WHY column, you will be able to see if you have too many objectives to support in the time allotted without diluting your presentation.

! **How (The Third Dimension):** The HOW column includes the method of delivery, such as talking, flip charts, PowerPoint, stories, testimonies, role-playing, games, activities, trivia, quizzes, videos, movie clips, or audio clips. Being aware of the time allotted for each segment in the WHAT column allows you to discern whether a delivery method you have chosen will fit with the other pieces of the puzzle. You will not over-prepare a PowerPoint presentation, for example, or plan a game *and* a video if you only have time for one or the other.

! **Time:** The TIME column is for recording the estimated amount of time you will have to cover each segment in the WHAT column. This feature allows you to limit your preparation to only what will fit into the time allotted. By spending a few minutes up front determining how much time you will spend on each segment, you won't spend needless hours and energy over-preparing material that simply will not fit.

! **Who:** The WHO column is an optional fifth element you can add if more than one person will be involved in the presentation delivery. By clearly defining in this segment who will cover what segment, each presenter will know what content they will need to gather and prepare.

With all of this information captured on one sheet of paper, your presentation can be designed, revised, and even delivered from this single document. Keep in mind that much is gained by simply getting your ideas down on paper. Just get started. You can change them later, if necessary, because nothing is set in stone.

All you need to produce this simple outline is a piece of paper, flip chart, or computer—or even a napkin. I was delighted at the resourcefulness of one client in Japan who created a 3-D Outline™ for a \$250,000 project on the back of an airline ticket jacket!

As an added value for my readers, I have included sample 3-D Outlines™ on the *Purpose Filled Presentations* Web site (www.PurposeFilledPresentations.com) that you may download free of charge to help you save time as you shape your presentations. We have included sample outlines for a variety of ministry presentations. You should be able to download one that fits your presentation scenario and tweak it to fit your situation.

Let's look at a possible scenario and walk through the completion of a 3-D Outline™. Dean and Tiffany have recently been named missions coordinators for their church. They have a passion for missions and have been on several short-term mission trips. The youth minister has asked them to speak to the youth group at their church about an opportunity to go on a summer mission trip to South America. The teens would have to raise about \$1500 each for this two-week trip. Although Dean and Tiffany are very enthusiastic about this trip, it is their first time to make such a presentation, and they are not sure how to go about it. They know they will have to make their presentation upbeat and exciting for the teenagers, using various media. Their objectives are to:

- ! Inspire the youth to respond to the call of short-term missions
- ! Present information about the need for missions work in South America
- ! Provide information about the trip and the planning meeting
- ! Ask the youth to join them on the missions trip
- ! Encourage the youth to commit to raising their own support

Dean and Tiffany's 3-D Outline™ may look something like this:

3-D OUTLINE™

Presentation Title:	Youth Mission Trip to South America		Del. Date:		
			03/13		
Audience:	Church Youth Group (Grades 9 through 12)		Start Time:		
			7:00 PM		
Objectives:	<ul style="list-style-type: none"> • Inspire for short-term missions • Present need in South America • Provide trip details • Gain preliminary commitment to trip and raising support 		End Time:		
			8:00 PM		
Final Preparation Checklist:	<input type="checkbox"/> Check projector equipment in youth hall <input type="checkbox"/> Call Sheri, Todd, and Jamie re giving testimonies		<input type="checkbox"/> Get brochures, prepare and copy handouts <input type="checkbox"/> Make sign-up sheet		
#	Time	What	Why	How	Who
1.	8	Opening: DVD on Teen Missions in South America	Inspire and present need	DVD	Dean
2.	7	Feedback and discussion	Create excitement and buy-in	Discussion	Dean, Tiffany, youth group
3.	10	Testimonies from past mission trips	Inspire	Testimonies	Sheri, Todd, and Jamie from youth group
4.	10	Details of trip and planning meeting	Provide details	Present handouts	Tiffany
5.	10	Questions and Answers	Satisfy concerns and create excitement	Discussion	Dean and Tiffany
6.	10	Closing and call to action	Get preliminary commitment	Present	Dean
7.	5	Prayer			Tiffany
60 min. Total Time					

That's it! It seems almost too simple. We have found, however, that this is an extremely valuable tool for both seasoned veterans and those who feel somewhat inadequate in front of an audience. There is only one catch: you have to actually do it. So grab a pencil and paper and give yourself ten or fifteen minutes to map out that presentation you have ahead of you. Then you will have time for that next ministry opportunity you've been asked to do!

| THE 3 Ps |

The opening and closing portions are possibly the most important part of any presentation. Preparing for these sections, however, can become a huge time-drain if you aren't focused or if you take the wrong approach. Rather than pulling the material for your opening from thin air, work on the opening and closing after the body of your presentation is nearly done.

In your opening, incorporate the 3 Ps: purpose, process, and payoff. Your audience wants to know the *purpose* of your presentation. Tell them why you are sharing with them. Are you exploring biblical accuracy about a particular topic? Are you showing how the Bible is still relevant today?

The audience will also appreciate knowing where you are going with the presentation or the *process* (agenda) you are taking them through. If you are leading a group meeting, help alleviate any anxiety of the unknown by telling them, "These are the three things I will be sharing with you." You'll find that including the process in your introduction will help you quickly develop a connection with your audience.

Finally, make sure you explain the *payoff* in your introduction. Audiences will want to know what they will be getting out of your presentation. Maybe you are offering a better understanding of a certain chapter of the Bible or a particular topic. Or perhaps you will empower a group to make accurate decisions based on new information about the church's financial condition.

Beginning your introduction with a creative method for sharing the purpose, process, and payoff will help you keep focused. The 3 Ps are attention-grabbers in and of themselves. When you use the 3 Ps in your opening, the first *what* in your 3-D Outline™ will look like this:

3-D OUTLINE™

Presentation Title:		Del. Date:			
Audience:		Start Time:			
Objectives:		End Time:			
Final Preparation Checklist:	[]	[]			
	[]	[]			
#	Time	What	Why	How	Who
1.		Opening: <ul style="list-style-type: none"> • Purpose (Objectives) • Process (Agenda) • Payoff (Benefit) 			
2.					
3.					
4.					
5.					
Total Time					

In Chapter 4 we will talk more about keeping your audience engaged and connected, and we will explore the practice of *Strategic Engagement*, a concept I have used for many years. I know you'll find it valuable.