

Presentation Reuse 1

Challenge

To write a part of a Two Minute Message, respecting the TMM guidelines (see below).

Scenario

Your Great Aunt lives alone and you believe she will benefit from having a smartphone. At the moment, she gets by with a fixed telephone in her house. However, her hearing is poor, and she often does not hear the telephone. Also, she is quite active, and is often out of the house when you want to contact her.

Instructions

The facilitator will assign one or more parts of a Two-Minute Message for you to write, as preparation for the next time you get a chance to explain to your Great Aunt the benefits of her getting a smartphone.

Guidelines

The TWO-MINUTE MESSAGE (TMM) synopsis consists of four parts:

- **Audience Context Statement (ACS):** To attract the audience's attention to my topic.
- **Key Statement (KS):** The main message or concept to be presented.
- **Supporting Statements (SS):** Data and arguments that back up the Key Statement.
- **Closing Statement (CS):** To complete the story begun by the Audience Context Statement, drive home the Key Statement and suggest next steps.

The first three statements must be *completely non-overlapping*. That is, the Audience Context Statement must not mention anything that is also covered by the Key Statement. Likewise, the Key Statement and the Supporting Statements must be distinct.

The Closing Statement, by its very nature, must overlap the other statements, since its job is to recap the entire TMM in a memorable way, linking to some future actions.

The TMM *must consist of complete sentences*, not bullet points. I should be able to read out a TMM as though it were a short story. Taking this approach guarantees that the ideas in the TMM are properly thought out and captured in an unambiguous way so that, later, I remember clearly what I meant when I wrote them. This also helps when collaborating with others on a TMM.

Although the MAP + TMM procedure is straightforward, it is tricky to execute it well. It is the discipline with which it is carried out that determines the quality of the result.

MAP with a TWO-MINUTE MESSAGE in the Plan

My objectives	Persuade my Great Aunt to accept and start using a smartphone.
Audience	Great Aunt Alice, 87 years old, twice crowned “most obstinate woman in Europe”.
Audience context statement	
Key statement	
Supporting statements	
Closing statement	

Presentation Reuse 2

Challenge

To plan a short, high quality presentation.

When you're done, you will present your plan to your boss (played by the facilitator).

Reuse any available data to support the presentation, but no PPT please.

Scenario 1 (prospect management operations review)

- Your team has convinced a client organisation to acquire your software, but the order has been delayed by their top management.
- Your champion (supporter inside the group) believes that the issue is confidence. This makes sense, since the cost of adoption is high (training, for example), and this will be the first time your companies have worked together.
- You are invited to their ops review, to “discuss your solution”.
- Prepare the plan for a 5-minute presentation that you will take to this meeting.
- The audience will be your client's top management - senior managers with technical backgrounds.

Scenario 2 (operations review of client management with issues)

- There is a crisis associated with the product that you are supporting. You risk getting ejected from the organisation in question, and you know that your group was partly to blame for the issues.
- It has been escalated to your client's top management - senior managers with technical backgrounds.
- You are summoned to their ops review to “discuss the issues”.
- Prepare the plan for a 5-minute presentation that you will take to this meeting.
- Although this is a crisis, it is also an opportunity to reinforce the relationship at a high level.

Presentation Reuse 2 cntd

Scenario 3 (expansion within an organisation that's already using your software)

- You see an opportunity to extend the level of deployment within a client organisation
- Choose an example based on your current work, where there could be an opportunity to strengthen the relationship with a client by increasing the value of your technical solution to them. This could be new hardware, software, services, training, or a combination.
- You have the opportunity to make a presentation to your client's top management - senior managers with technical backgrounds.
- Prepare the plan for a 5-minute presentation.
- The planned presentation must explain the idea and it's benefits before suggesting next steps.

MAP with a TWO-MINUTE MESSAGE in the Plan

My objectives	
Audience	
Audience context statement	
Key statement	
Supporting statements	
Closing statement	