Medic's Method Presentation Planning Worksheet
How to Explain Technical Information so
People will Understand, Care, and Remember

Use this worksheet to plan your presentation. Include all nine elements to help your audience **understand, care, and remember**.

UNDERSTAND What's the "big idea" you want the audience to understand?	☐	
CARE "Why" should the audience care about your big idea?	☐	
REMEMBER What do you want the audience to remember to do when you finish? (Call to Action)	☐	

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INTERESTING ☐	
How will you make your data interesting to <u>this</u> audience?	
INSIGHTFUL ☐	
How does your expertise add meaning to your information?	
INTERACTIVE ☐	
How will you capture and keep the audience's attention?	

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CONNECTION Are you customizing your material to connect with <u>this</u> audience?	☐	
CONTEXT Why is your information important to <u>this</u> audience at <u>this</u> time?	☐	
CONTRAST What's the difference between your "big idea" and the status quo?	☐	