

The Seven “P” Approach

- 1. Purpose:**
Why are you speaking? What do you want audience members to know, think, believe, or do as a result of your presentation?
- 2. People:**
Who is your audience? How do the characteristics, skills, opinions, and behaviors of your audience affect your purpose?
- 3. Place:**
Why are you speaking to this group now and in this place? How can you plan and adapt to the logistics of this place. How can you use visual aids to help you achieve your purpose?
- 4. Preparation:**
Where and how can you find good ideas and information for your speech? How much and what kind of supporting materials do you need?
- 5. Planning:**
Is there a natural order to the ideas and information you will use? What are the most effective ways to organize your speech in order to adapt it to the purpose, people, place, etc.?
- 6. Personality:**
How do you become associated with your message in a positive way? What can you do to demonstrate your competence, charisma, and character to the audience?
- 7. Performance:**
What form of delivery is best suited to the purpose of your speech? What delivery techniques will make your presentation more effective? How should you practice?