

Possible Ways to Organize Content Related to Why You Are Presenting

In order to establish a clear and coherent line of thought, you need to consider what links your points together. Part of the answer to this question will come from the first question you were asked to answer—Why are you presenting what you are presenting. The following are only two of many possible reasons why you would be making a presentation and **possible** organizational structures. You need to make **decisions** about the order in which you wish to present your ideas, what the possible links are between the ideas, and what are possible transitions you can use to move from between each portion of your presentation.

- Inform—overview and organize the information in connected chunks
 - Big picture—so the audience has a frame and an outline
 - Specific details—to fill in the outline
 - Conclusion that returns to a better informed/complete big picture

- Recommend—an argument that justifies a recommendation with evidence
 - Recommendation (usually not trying to keep audience in suspense as the emphasis is on why this is the best decision)
 - Background/context
 - Criteria for the decision
 - A series of arguments and rebuttals (anticipating any objections or counter arguments) that usually begins with strongest arguments/claims and works down to ones of lesser importance. Time considerations often determine how many arguments a presenter uses
 - Conclusion restates recommendation now linked with criteria, arguments and how it best meets or answers the question