



## STRUCTURE

### COMMON STRUCTURES

**Sequential** = past > present > future

Ex: Bold Echo employs a step-by-step approach to building compelling presentations.

Bold Echo starts by discussing past presentation experiences. Next, we record your current presentation skills. Finally, we walk you through a methodology you can use for upcoming presentations.

**Causation** = cause > effect > results

Ex Bold Echo's presentation strategies lead to compelling speeches.

Bold Echo teaches techniques to help connect your material to your audience's needs. Thus, your audience will be more engaged, and you will achieve your presentation goal.

**Comparison-Contrast** = similarities > differences > conclusions

Ex. Unlike other presentation coaching, Bold Echo's strategies are more compelling.

Bold Echo's coaching is stronger than our competitors because of our tailoring to our clients' individual needs, our team coaching approach, and our success rate.

**Problem-Solution** – problem > solution > benefits

Ex: Bold Echo's strategies help you to become a more confident and compelling speaker.

Speech anxiety stifles confident communication. Bold Echo teaches numerous anxiety management techniques that leads to stress-free speaking.

**Topical** - points have no ordered relationship, but clearly relate to presentation purpose

Ex: Bold Echo presentation strategies are all-encompassing.

Bold Echo concentrates our coaching in three areas including structuring the message, connecting the content, and delivering the presentation.