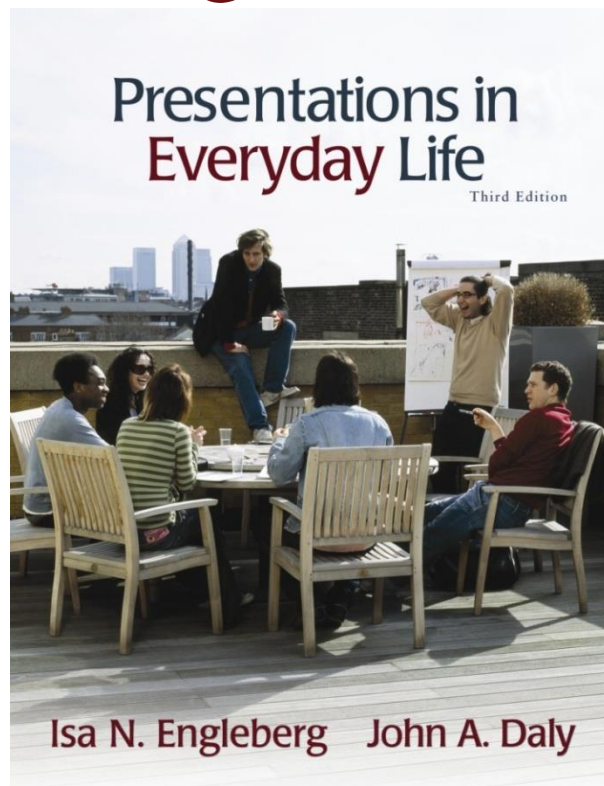


Chapter 9: Organizing and Outlining



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Chapter 9: Organizing and Organization



The Importance of Organization
Determine Your Key Points
Outlining Options
Organizational Patterns and Tools

Why Organization Matters

Audience Benefits

- Understand the message
- Remember the message
- Decide how to react to the message

Speaker Benefits

- Gather and select appropriate content
- Arrange the content strategically
- Enhance the speaker's credibility

Determine Your Key Points

Key Points

The most important issues or the main ideas you want your audience to understand and remember during and after your presentation

The 4R's Methods for Generating Key Points

- **Review:** Analyze and identify the ideas and information you want to as “keepers.”
- **Reduce:** Boil down the “keepers” to the most essential points.
- **Regroup:** Group “keepers” into major categories—your key points.
- **Refine:** Refine the key points to make them interesting and memorable.

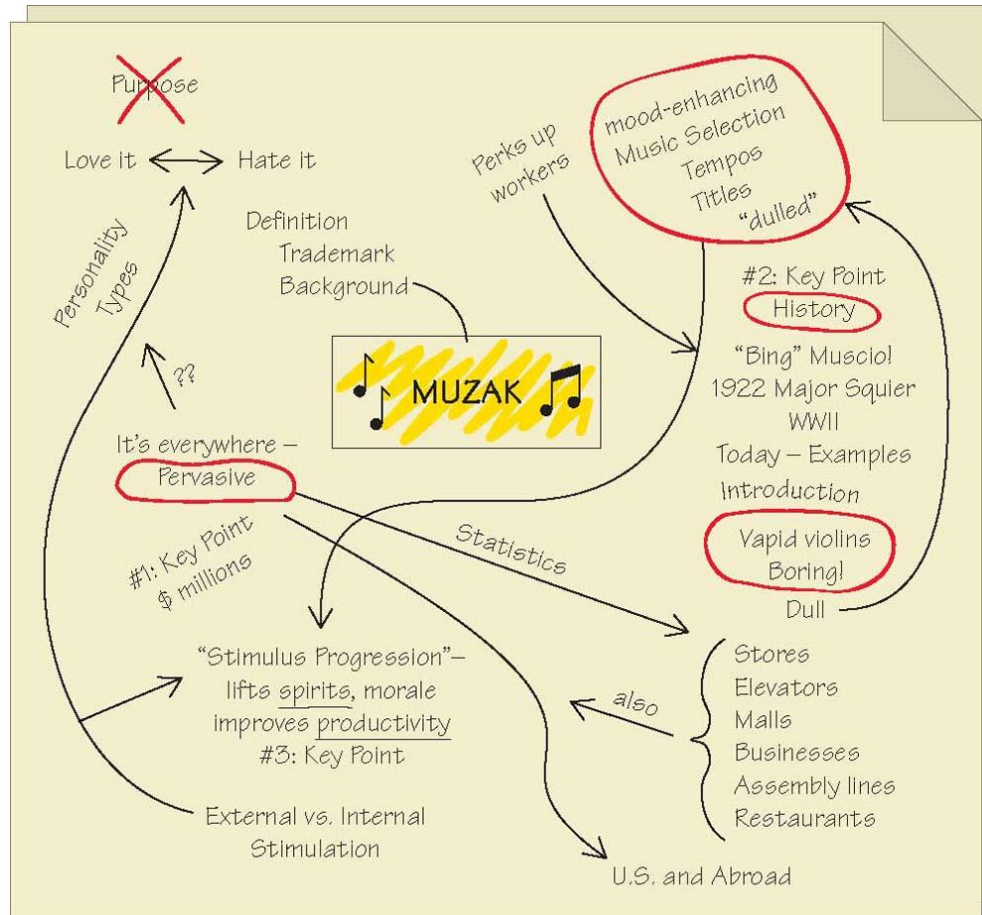
The Chunking Method of Organizing Message Content

- Record separate items on separate note cards (or post-its).
- Sort the cards into unique categories.
- Reconsider the leftovers.
- Evaluate/revise the categories.
- Link card groups to key points.

Mind Mapping

Mind Mapping Is	Mind Mapping Is Not
A creative way to generate key points	Structured Thinking
A starting point for reviewing, reducing, and regrouping key ideas	An analytical tool
A free flow of ideas that can help connect ideas and supporting materials	A technique for evaluating key points

Muzak Mind Map



Create a Mind Map

Topic Area

Identify Your Central Idea

Central Idea

A sentence or thesis statement that summarizes the key points you want your audience to understand and remember

Topic, Purpose & Central Idea

- **Topic:** Growing tomatoes
- **Purpose:** To teach the audience how to grow healthy, hearty tomatoes
- **Central Idea:** Growing healthy, hearty tomatoes requires good soil, bright sun, plenty of water, and a watchful eye.

Topic, Purpose & Central Idea

- Topic: Losing Weight

- Purpose: _____

- Central Idea: _____

Preliminary Outline

I. Introduction

A. Purpose/Topic

B. Central Idea & Preview of Key Points

II. Body of the Presentation

A. Key Point #1

B. Key Point #2

C. Key Point #3

III. Conclusion

Outlining Rules

- Use numbers, letters, and indentations
 - Roman numerals, capital letters, Arabic numbers
- Divide your subpoints logically
 - Each major point should include at least **two points** indented under it or none at all.
- Keep the outline consistent in form
 - Use either a topic, a phrase, or full sentence for each key point rather than mixing styles.

Outline the Steve Jobs Speech

Central Idea:

Key Points:

A.

1.

2.

B.

1.

2.

C.

1.

2.

Basic Organizational Patterns

- Topical
- Time
- Space
- Problem-Solving
- Causes & Effects
- Scientific Method
- Stories and Examples
- Comparison-Contrast
- Memory Aids
- Mixture of Patterns

Match the Organizational Pattern

- Topical
- Time
- Space
- Causes & Effects
- Stories & Examples
- Comparison-
Contrast
- Memory Aids

Presentation
Anxiety's Triangle of
Terror:

- Head
- Heart
- Habits

Match the Organizational Pattern

- Topical
- Time
- Problem-Solution
- Causes & Effects
- Scientific Method
- Comparison-Contrast
- Mixture of Patterns

Origins of Muzak

- 1922: Major George O. Squier
- 1937: Fatigue and Boredom Studies
- 1940s: World War II Industries
- 1970s: Work Productivity Studies

Match the Organizational Pattern

- Topical
- Problem-Solution
- Causes & Effects
- Scientific Method
- Comparison-Contrast
- Mixture of Patterns

Linking Speaker anxiety and preparation skills

- Research question
- Review of previous research
- Study methodology
- Study results
- Implications of study

The Speech Framer©

Introduction:			
Central Idea:			
Key Points:	#1 Connect to #2 →	#2 Connect to #3 →	#3
Support			
Support			
Support			
Conclusion:			

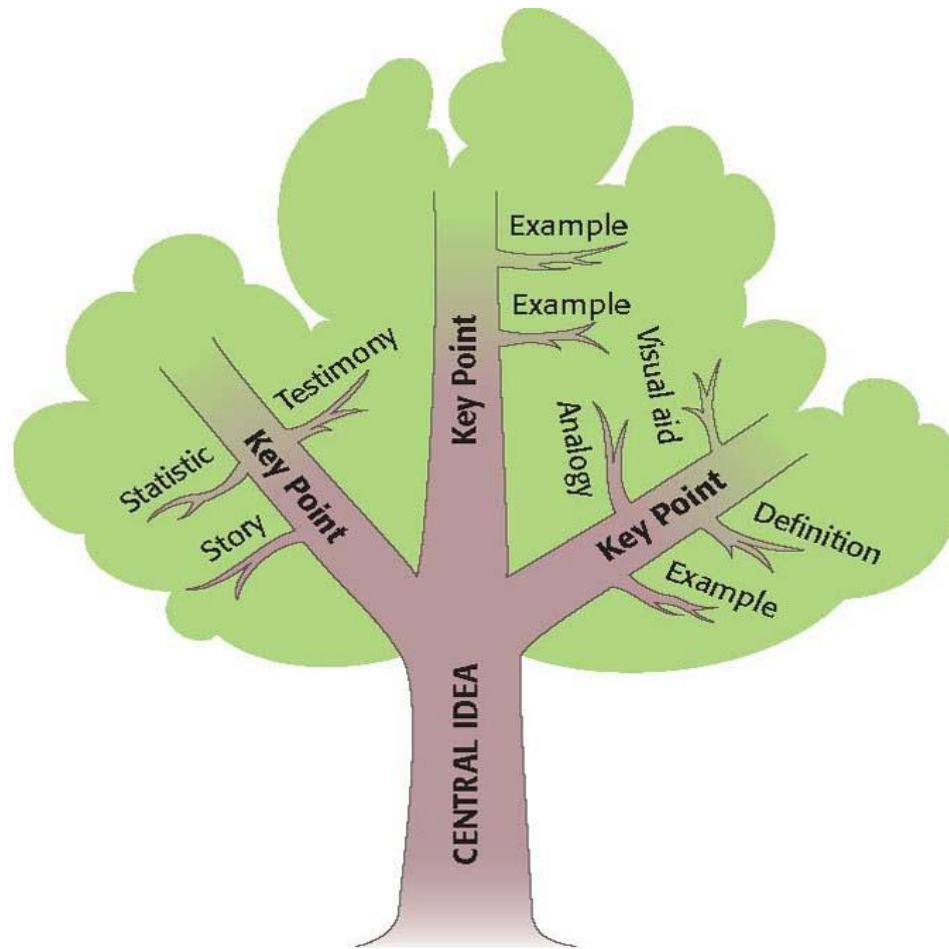
Put the Steve Jobs Speech into the Speech Framer

Introduction:			
Central Idea:			
Key Points:	#1 Connect to #2 →	#2 Connect to #3 →	#3
Support			
Support			
Conclusion:			

Essay Question

- Compare Outlining and the Speech Framer© as methods for organizing the content of a presentation.
- What are the advantages and disadvantages of each method?
- Of the two methods, which method are you most likely to use? Explain why.

Organization Tree



How Many Key Points?

- Two to five key points
- Three key points are ideal
- Audiences expect and anticipate three points in presentations
- Ask yourself: Which three key points will help me achieve my purpose most efficiently and effectively?

Connectives

- **Internal Previews**
 - Tell the audience what you will cover
- **Internal Summaries**
 - Remind the audience what you have covered
- **Transitions**
 - Help you move from one point to another
- **Signposts**
 - Remind listeners where you are in a presentation

Choose Ideas and Organize a Presentation on *Divorce*

Marital Expectations	Divorce Statistics	Sexual Compatibility
Infidelity	Children	Careers
Mediation & Counseling	Personal Interests	Legal Rights
Partner Equality	Money	Communication