

Presentation Planning Worksheet

The 3 Critical Questions Every Presentation Must Answer

Complete this worksheet before creating slides or rehearsing.

Every effective presentation — whether formal or informal — succeeds because it clearly answers three questions your audience is already asking.

This worksheet is designed to help you clarify your message before you think about visuals, structure, or delivery.

The Three Questions

WHAT? • SO WHAT? • NOW WHAT?

Important: This is not a slide outline. It's a thinking outline.

WHAT?

This is the foundation—the information or content you’re sharing. What are the key facts, concepts, or ideas your audience needs to know?

The core information I’m presenting:

My 2-3 key points:

SO WHAT?

Bridge the gap between information and meaning. Answer the question your audience is thinking: “Why does this matter to me?” Never assume this is obvious. What seems clear to you is often unclear to your audience.

Why this matters to my specific audience:

How this impacts their work, decisions, the enterprise or their lives:

NOW WHAT?

Give your audience something actionable. Without clear next steps, they're likely to forget your message altogether. Give them a roadmap.

The specific action I want them to take:

The first step they can take immediately:

The Integration Test: Putting it all together

A presentation heavy on “What” but light on “So What” feels like a data dump. One that skips “Now What” leaves them inspired but unsure how to proceed. Summarize what you’re presenting by completing the following sentences.

WHAT – “I’m presenting...”

SO WHAT – “This is important to them because...”

NOW WHAT – “As a result, I want them to...”

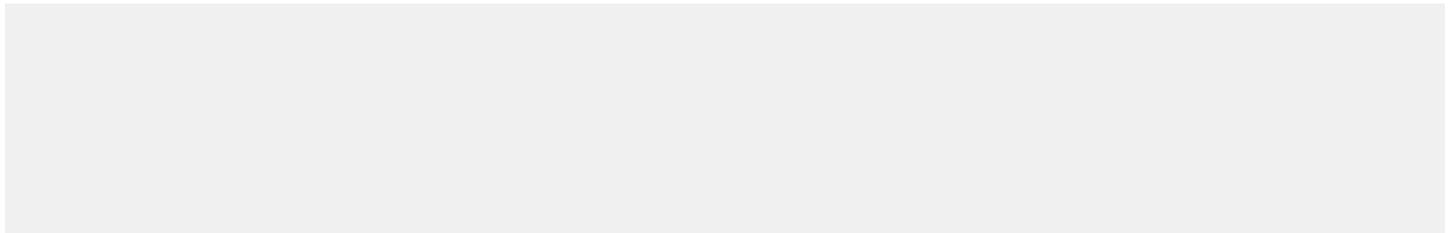
Reflection & Integration

This page is not about rewriting your answers.

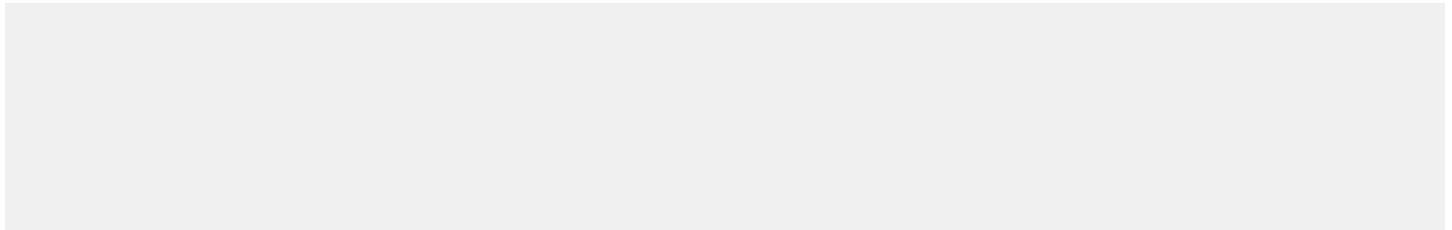
It's about deciding what matters most after working through the Three Critical Questions — and what that means for how you show up in your presentation.

Pause before you write. Precision matters here.

What is the most important thing that feels clearer to me now?



How does this clarity affect the way I think about my audience or my message?



What, if anything, should I now do differently — or more deliberately — as a result?

