

Course:

# Selling Your Agenda and Identifying Stakeholders while Focusing Your Message

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## SESSION DATE

Wednesday, May 25, 1:30-3:00,  
3:15-4:45

## REQUIRED CLASS PREPARATION Pre-Reading:

Anderson, Chris,  
(2013) How to  
Give a Killer  
Presentation.  
Harvard  
Business  
Review  
Reprint  
R1306K

## SESSION DESCRIPTION

### SESSION OBJECTIVES

Motivating an audience and keeping them engaged is directly connected to how that audience views the world. This session will discuss strategic communication and message development. We will explore a framework for developing presentations, emphasize the importance of audience analysis, and discuss the integration of technology within presentations. The objectives of this session will be to recognize how organizational structure and evidence contribute to creating a message and to understand audience needs and context demands.

## LEARNING OUTCOMES

- Provide you with a framework for organizing and planning your messages quickly
- Consider a stakeholder analysis framework to use when analyzing audiences.
- Identify a structure for storytelling