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## **ART OF COACHING PODCAST™ EPISODE 295**

### **PUBLIC SPEAKING SERIES PART 1: HOW MUCH CONTENT IS ENOUGH WHEN PRESENTING?**

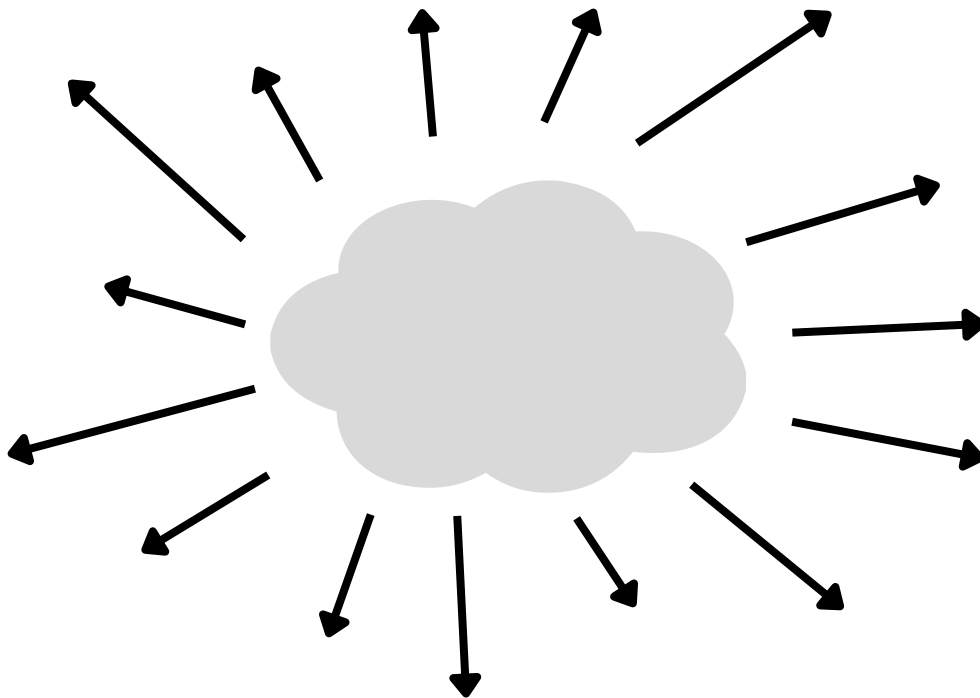
Make a list of 3-5 topics you could present on. These topics could be on anything you want - your profession, your hobbies, or just something you're passionate about.

Choose one of the above topics to answer the following questions. (If you'd like to do it with multiple topics, go for it!) Now, think about your audience - who would you be presenting to? List 5-10 details about what you think their needs/wants are. Then, make a list of 3 ways you could research this information.

Taking into account your audience, the context in which you're speaking, and the expectations you're being asked to fulfill, no matter what, what are the things you want your audience to think, feel, and do at the end of your presentation? What is the thing they can actually execute on once they walk away?

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With the above information in mind, start brainstorming your content using the graphic below. Put your main topic in the middle, and add in any details you'd like to cover beyond the arrows. Don't limit yourself at this point. Add as many arrows as you need!



Now that it's all out on paper, use a highlighter to identify the details that show a common throughline. Although they are all related, some are more closely related than others. Use this as your guiding star when prioritizing your content, keeping in mind the advice of "depth over breadth."

Now use the above information to divide the content into 3 separate presentations - a lite version, a moderate version, and a "nerd" version. You can use various highlighter colors to categorize them, write them in columns, or any other organizational strategy of your choosing. Use this to choose which version is most appropriate for your audience.



## Art of Coaching Podcast™

### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



**Art of Coaching Podcast™**  
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# Art of Coaching Podcast™



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