

Item to plan:

Your goals:

Who is the audience?

What do they know?	What do they care about?	What do they find interesting?

Find the narrative pieces

“And” pieces introduce the topic, provide background, set the scene.

“But” pieces are the obstacles or challenges to overcome—the core element of a story.

“Therefore” pieces include everything done to overcome the challenge—the resolution of a story.

And	But	Therefore

Pack your bags!

Collect the key concepts and terminology you'll need to explain your topic. For each one, attempt to think of increasingly general concepts. Then, select the most general one that will be suitable, and take a moment to note any scaffolding information the audience would need to understand it.

Outline

Use your narrative pieces, concepts, and scaffolding notes to set the order in which you'll explain your content. This will give you big-picture structure to fill in with smaller details as you go.

Example Plan

Item to plan: *Alfred Wegener's presentation*

Goals: *Explain my new theory, emphasize empirical evidence*

Who is the audience?

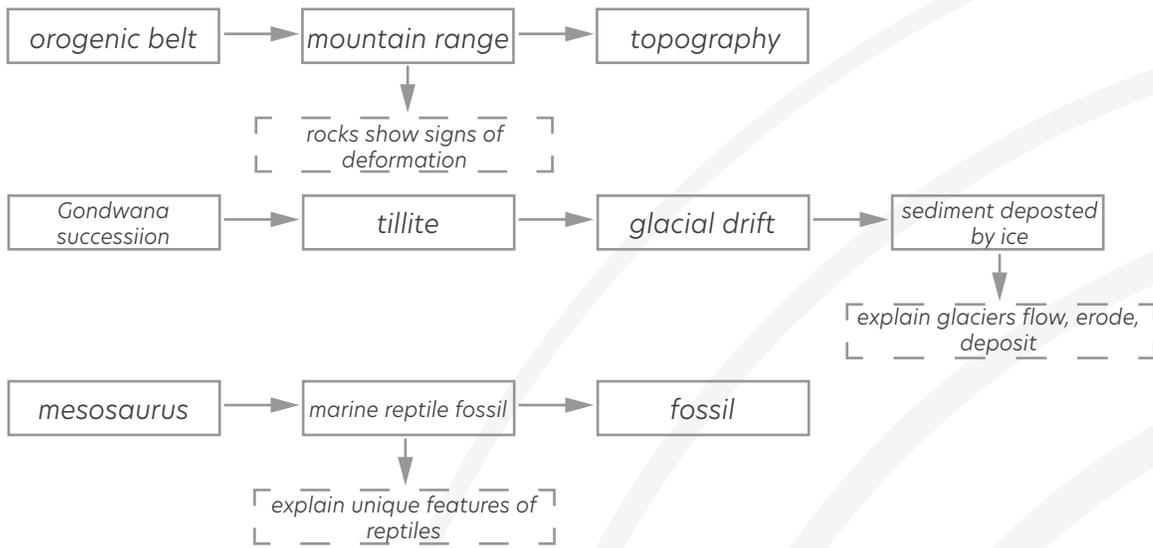
Curious public attending museum event

What do they know?	What do they care about?	What do they find interesting?
<i>General geography Recent fossil finds Little knowledge of rock types</i>	<i>Staying up-to-date with scientific progress, not holding outdated views</i>	<i>Surprising discoveries Landscapes of other continents</i>

Find the narrative pieces

And	But	Therefore
<i>Continents separated by oceans Shaped like they fit together Mapping revealing record of past</i>	<i>We haven't known why continents are shaped this way or why oceans are so deep</i>	<i>Examine patterns of geology and fossil record Evidence points to continental drift</i>

Pack your bags!



Outline

<i>Look at the shape of the continents on the map, they could fit together</i>	<i>Geologic mapping and fossil finds are giving us more information about the records of the past</i>	<i>BUT is the map a coincidence of part of a story that would change how we look at our world?</i>	<i>Evidence of rock types and mountain range positions, evidence in fossil record</i>	<i>Evaluating possible alternate explanations—none fit all evidence</i>	<i>Imagine what this implies about the history of the Earth</i>
--	---	--	---	---	---