Name: _____

The **Get FIT Format** is designed to help you decisively develop an audience-focused financial, technical or scientific presentation that highlights the most important pieces of information in the shortest amount of time. We've provided two examples below. The bolded phrases in the examples represent the bullet points you could transfer to a PowerPoint® presentation or use as talking points.

Audience Description: What are their titles? What is their knowledge level for your content? Why are they there? What do you want from them?

_____

_____

"Tell Me More" Title
Your title should illustrate the ultimate result of your talk. Instead of a non-emotional, factual title, develop a title that drives the audience to say, "tell me more." It can help create intrigue, paint the big picture and serve as a guideline.

Scientific example:
Typical Title: **Drug Safety Research**
"Tell Me More" Title: **Safe at Home: Saving Lives Through Compliance**

Technical example:
Typical Title: **Introduction to SuperSavvy Data Processing Software**
"Tell Me More" Title: **Consistent and Reliable Data to Drive our Business Results**

Title of your presentation: _____

Section 1: Introduction
Includes three steps: 1. Agenda, 2. Intended Outcomes, 3. Checking In. No matter how much time you've been given for your presentation, your introduction should be delivered in approximately two minutes.

1. **Agenda:** Answer the question: What are you going to talk about? State the two high-level topics you will discuss as chapter headings in a book. Do not provide any detail. We acknowledge that in a full-length presentation you may have more than two topics. For this program, you will choose only two. Deliver your Agenda in approximately 20 seconds.

    Scientific Example:
    "Today I'm going to talk about PharmaCompany's **approach to drug safety** and **steps to accomplish pharmacovigilance**."

    Technical Example:
    Today I'm going to talk about **how the Co-Operating System works** and our **approach to data quality**.

Agenda Topic #1 • _____

Agenda Topic #2 • _____

2. **Intended Outcomes:** Answer the question: What will your audience be able to do or accomplish as a result of understanding this information? Use descriptive words such as: More productive, more efficient, save time, save money. These are the outcomes your **<u>audience</u>** wants to achieve by the end of this presentation. Insert one to three Intended Outcomes. Deliver your Intended Outcomes in approximately 40 seconds.

   Scientific Example:
   "As a result of this information, you will be able to **detect early warning signs, systematically integrate and review documentation** to **ensure compliance,** and ultimately **keep patients safe."**

   Technical Example:
   "Integrating this system will create a holistic approach to our data processing pipeline to drive our business results. This will enable us to **process complex legacy data**, **implement complex logic**, and **conduct real-time transactions while processing large volumes of data**."

Intended Outcome 1:	•
Intended Outcome 2:	•
Intended Outcome 3:	•

3. **Checking In:** Your goal is to ensure that you're on track with the correct Intended Outcomes (previous step). This step will help you "tell your story" based on what the audience wants. Select your questions carefully with the intention of either gaining agreement or allowing the audience to add more Intended Outcomes. With this information, you will be able to determine which topics require more time and detail and which topics require less.

   You want to get the audience talking. This creates an open environment and shows that you are focused on serving their needs. This step is designed to relax you.

   List the questions you'd like to ask. For this program only, spend approximately one minute on Checking In.

   Scientific Example: See questions below
   Technical Example: See questions below

   Sample Questions to choose from as it relates to the topic:
   1. Which agenda topic is most important to you?
   2. What is one hot issue related to this topic that you want me to cover today?
   3. Are there problems or challenges you face as it relates to this topic? (Don't ask if audience is hostile.)
   4. Is there anything going on that I need to know about that will help me tailor this information for you?
   5. Are there any circumstances / situations / roadblocks I should know about?

Question #1:

Question #2:

Section 2: Body of the Presentation

Restate the Agenda Topic. Include a Subheading if necessary. Provide bullet points or short sentences below. To develop a complete presentation, you will likely need more than six bullet points per Agenda Topic. This could result in additional documentation with more bullet points, charts, graphs, pictures or stories to provide a full explanation. At the conclusion of each Agenda Topic, Validate why the audience should care. You will have four minutes to communicate the body of your presentation.

Agenda Topic #1

Scientific Example:
"Restate Agenda Topic #1: **PharmaCompany's approach to drug safety**
Subheading: **Safety Management Team: Scope of activities**
Our safety management team will concentrate on: 1. **Evaluation** of **safety signals**, 2. I**mpact on patients**, 3. **Risk activities**, and 4. **High-impact safety signals**. Let me explain each one in a little more detail..."

Technical Example:
Restate Agenda Topic #1: **How the Co-Operating System Works**
Subheading: **Enterprise Environment Steps**
"The Co-Operating System is the **foundation** for **all our technologies**, including the **enterprise environment**. Here's how it works: Step 1: **Select and customize** our **data processing components**. Step 2: **Customize** our **input and output sources**, which are then **fed into** Step 3: **The processing boxes**, which we will **determine by accessing appropriate components from an extensive library**. Step 4: **Define the rules** for building our **complex processing and business logic."**

Restate Agenda Topic #1 (from step 1 in your introduction): _____

Subheading for Agenda Topic #1
(highlight a specific detail of the topic) _____

Expand on Agenda Topic #1 (approximately 4-6 support statements in bullet points)

- _____
- _____
- _____
- _____
- _____
- _____

Agenda Topic #1 Validation: Provide information that illustrates why the information outlined in Agenda Topic #1 is good or important for the audience. Answer the question: Why should they care? This may be a restatement of some of the Intended Outcomes. Suggestions for validation include: Share an anecdote, tell a story, or refer to your own or someone else's experiences.

Scientific Example:
"This multidisciplinary approach **will keep patients safe** by ensuring that **information** is **systematically integrated and reviewed** to maintain document compliance."

Technical Example:
Share the case study from ABC Company that allowed them to streamline their distribution process. Explain how our company could experience comparable results.

Validation
- _____
- _____
- _____

Agenda Topic #2

Scientific Example:
Agenda Topic #2: Steps to accomplish pharmacovigilance.
Subheading: Risk management
"To provide proactive risk management, we will want to develop procedures that help us first provide the **signals for detection and assessment**. Next, we will need to determine the **predefined risk prioritization**, identify the players for **risk communication**, establish **risk minimization activities** and identify how will we provide **assessment of intervention effectiveness."**

Technical Example:
Agenda Topic #2: Approach to Data Quality
Subheading: N/A
"Start with a **holistic approach** with touchpoints throughout the business, implemented **across all** of our **enterprise information.** This **scalable system** will need to be deployed across **heterogeneous sets of servers** to create an execution environment that can **work anywhere."**

Restate Agenda Topic #2 (from step 1
in your introduction)

Subheading for Agenda Topic #2
(highlight a specific detail of the topic)

Expand on Agenda Topic #2 (approximately 3-5 support statements in bullet points)

-
-
-
-
-

Agenda Topic #2 Validation: Provide information that illustrates why the information outlined in Agenda Topic #2 is good or important for the audience. Answer the question: Why should they care? This may be a restatement of some of the Intended Outcomes. Suggestions for validation include: Share an anecdote, tell a story, or refer to your own or someone else's experiences.

Scientific Example:
"As a result of this information, you will be able to **detect early warning signs**. (**Tell the story** of patient Bob who was complaining of dizziness and through a risk assessment, we were able to establish a plan.)"

Technical Example: "By implementing this new software, establishing a **holistic approach** to our data management, we will be able to **process complex legacy data**, allowing management to make **well-informed business decisions**."

Validation
-
-
-
-

Includes two steps: 1. Restate your Agenda Topics and Intended Outcomes. 2. State your Next Steps. Deliver your Conclusion and Next Steps in approximately two minutes.

Conclusion

Agenda Topics: (list Agenda Topics from above)

Intended Outcomes: (list Intended Outcomes from above)

1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

Next Steps: Answer the question, "What do you want the audience to do next?" Urge specific action steps such as: development and payback time; people, dollars and resources required (designate dates); sources of funding; state timeframe; request a commitment, signature, follow-up meeting with timeframes.

Scientific Example:
"Our next steps are to develop a **strategy** that **integrates pharmacovigilance activities, standardize** across products and offices and establish clear roles and accountabilities."

Technical Example: "Our next steps are to **determine key stakeholders** for each operating company, **establish roll out timelines for phase one** and **develop a training calendar** before the go-live date."

Next Steps: _____