

THE TWO MINUTE MESSAGE

TABLE OF CONTENTS

1. Today's Business Environment
 - A fast moving world
 - Demands on our time
 - Why we need more than a 'good story'
 - Case 1 'the supplier selection challenge'
 - Case 2 'the nervous managing director'
 - The need to establish value
 - social calls and business calls

2. The Tale of Tommy
 - What this section is all about
 - Tommy gets ready
 - The 'introductory summary' situation
 - The 'liftshaft challenge'
 - The 'set piece' story
 - The presentation creation problem
 - The lessons for Tommy

3. The Two Minute Message concept
 - Using a TMM to arousing interest
 - The TMM as a set piece message
 - The TMM as a promotional letter
 - Using the TMM to plan a major presentation or event

4. Building Your TMM (the TMM recipe book)
 - The OATS principle (Objective, Audience, Themes, Synopsis)
 - Defining your 'SMART' objective
 - The 'DRACHMA' definition of a good objective
 - TMM objective vs. campaign objective

THE TWO MINUTE MESSAGE – EFFECTIVE PRESENTATION UNDER PRESSURE

- the 'four M' definition of resources
 - Your target audience
 - External and internal candidates
 - Analysing your audience
 - The Themes of your Message
 - Themes versus 'Facts'
 - 'Strengths' & 'Uniques'
 - Tests for selection
 - The TMM Building Blocks
 - The TMM four part structure
 - Your audience context statement
 - Examples of audience context statement
 - Your Key Theme
 - Why only a single theme?
 - Your Supporting Themes
 - Your Closing Statement
5. Identifying your TMM topics
- Your three strands of possible value
 - Topic examples
 - My list of TMM topics (worksheet)
6. Pulling it all together (the busy person's summary guide)
- Definition of a two minute message
 - When you would use it
 - The OATS sequence
 - The four part structure for a TMM
 - Taking things forward
7. APPENDIX
- Blank TMM proforma
 - Case examples
 - Overview of Cambridge Associates