



Are there any special or unusual circumstances that I should know about? Speakers will find that an unexpected circumstance can influence their presentation. Consider the following scenario:



You're scheduled to give a talk on how to motivate employees to a group of middle managers from a manufacturing company. Two days before your scheduled presentation, the company proposes laying off an undetermined number of salaried employees, including many of the middle managers scheduled to attend your presentation.

How would your overall tone and demeanor be affected as well as the content of your speech? How do you think your audience would receive the topic of motivation if you were unaware of the current situation and did not adjust your comments?

Such events rarely mean that you'll need to scrap your presentation and start over from scratch. But they can mean you'll need to do some modifications.

Robin's role at this point is to do some simple research on Globe's current advertising and public relations campaign. She discovers that the company is reluctant to embrace new forms of technology.

One of Globe's biggest problems is that its core products - traditional, text-bound books - are being pushed aside in favor of online information and CD-ROM encyclopedias.

QUESTION	INFORMATION	SIGNIFICANCE
10. Special challenges/issues to the topic or situation?	Anti-technology mindset, at least initially	Don't be too pro-technology, start by introducing potential in it

Hint: As you complete the worksheets, you may find the need to change information. Your worksheets are helping you to focus in on the best presentation, and as the presentation becomes clearer, change and refocusing may be necessary.

