

# Applying the Oscarson PRO Formula

P U R P O S E	<p><b>Step 1</b> <i>Who</i></p> <p><b>Step 2</b> <i>What</i></p>	<p>My audience is _____</p> <p>My topic is _____</p> <p>My purpose is to present (insert topic) _____</p> <p>So that my audience clearly understands _____ _____ and how it benefits them.</p> <p>As a result, my audience will _____</p>
R E S I D U A L	<p><b>Step 3</b> <i>Why</i></p> <p><b>Step 4</b> <i>How</i></p> <p><b>Step 5</b> <i>How</i></p>	<p>My personal objective for presenting this topic to this audience is to cause my audience to:</p> <ul style="list-style-type: none"> <li>• Feel _____</li> <li>• Understand _____</li> <li>• Do _____</li> <li>• Remember _____</li> </ul> <p>In addition, I will position:</p> <ul style="list-style-type: none"> <li>• My product/service as _____</li> <li>• Myself/my idea as _____</li> <li>• My team as _____</li> <li>• My company as _____</li> </ul> <p>To have the desired impact on my audience, my agenda must include:</p> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul> <p>My strategically worded topic will be _____</p>
O U T L I N E	<p><b>Step 6</b> <i>How</i></p> <p><b>Step 7</b> <i>How</i></p> <p><b>Step 8</b> <i>How</i></p>	<p>To create the outline of my presentation I will:</p> <ol style="list-style-type: none"> <li>1. Expand my agenda with subheadings and supporting examples.</li> <li>2. Create my opening.             <ul style="list-style-type: none"> <li>• Audience Acknowledgment _____</li> <li>• WIIFM _____</li> <li>• Agenda _____</li> </ul> </li> <li>3. Create my closing.</li> </ol> <p>Design my visuals.</p> <p>Write my slide introductions.</p>