

## None Left Behind

Use Transitions to keep your audience with you.

In your own head, all your ideas are connected, so jumping from one to the other feels natural and makes perfect sense to YOU. Your audience requires organization and notice of any changes of direction.

For example: "Now that we've looked at leveraging liquid assets as an income generator, let's move on to currency markets."

Transitions are for:

- ♦ ending one idea and leading the listener to the next
- ♦ signaling a change of direction or an opposing viewpoint
- ♦ connecting similar ideas
- ♦ tying together different parts of your presentation

Words and phrases used for transitions:

"First..."

"Next..."

"Finally..."

"In addition to..."

"And to wrap up..."

Change of direction phrases might go like this:

"Since we've looked at all the positive elements in the plan, let's move to the other side and examine the cons."

"In spite of..."

"Consider this..."

"But,...."

"Let's flip to a different channel now...."

"Now, this other viewpoint takes us to...."

"We looked at A; however, there is another side of the story..."