

Speaking Tip – The 5 W's
By Kelly Watkins

Do your homework using the 5 W's.

1. WHO is the audience? How much do they know about the subject? Adjust everything based on your listeners – complexity of the content, jargon, examples.
2. WHAT are you talking about? Stick to the topic.
3. WHEN? Stay within the allotted time. That means you need to practice.
4. WHERE? Get directions, or confirm the internal meeting room.
5. WHY? Determine your top three objectives. Make sure the content reflects that.

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