**Organizing Your Presentation**

Informative

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| **Chronological***Main points arranged according to a sequence in time. This is very specific to step-by-step demonstrations or past-present-future. If you bring up the history as one main point but other ideas like location and success in the other two points, it is NOT chronological. The chronological pattern is viewed below, with the main ideas underlined.*Thesis: Chick-fil-A has enjoyed much success since its beginning. 1. Chick-fil-A has an interesting history.
2. Chick-fil-A enjoys a profitable present.
3. Chick-fil-A plans a successful future.
 | **Spatial***Main points arranged according to physical location—think state by state, regional location, location in a building (basement, first floor, second floor), or directional.*Thesis: Chick-fil-A is a fast-food staple of the south, and can’t be found in even some of the country’s largest cities.1. Chick-fil-A began in the south and is known as an iconic southern restaurant.
2. Chick-fil-A is beginning to place more restaurants in the American west.
3. Chick-fil-A plans on opening its first overseas location in 2013.
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| **Topical***Main points arranged according to themes, divisions, or related ideas about the subject. The main points are still related to the thesis, but are different ideas. Below, notice the topics of Ingredients, customer experience, and programs are the main ideas.*Thesis: Chick-fil-A has enjoyed much success since its beginning.1. Chick-fil-A strives to utilize healthy ingredients on its menu.
2. Chick-fil-A strives to provide a unique customer experience.
3. Chick-fil-A strives to help its collegiate employees through scholarship and leadership programs.
 | **Cause-Effect***Main points arranged according to events happening as the result of certain circumstances. Options are many: can divide into three separate points after introducing the topic in the thesis; main point one can introduce the topic with main point two subdivided into three effects or causes; main point one can deliver three effects and main point two can be the main cause. This is a difficult pattern to flesh out unless you have specific cause and effect information.* Thesis: The increase in Chick-fil-A profits is the result of several business decisions. 1. Chick-fil-A’s profits have increased 55% in the past decade.
2. Chick-fil-A can point to three specific reasons for the increase in profits.
3. First, Chick-fil-A began its “Eat Mor Chikin” advertising campaign in 1995.
4. Second, Chick-fil-A began sponsoring the Peach Bowl in 1998.
5. Lastly, Chick-fil-A began opening stand-alone restaurants in 2000.
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**Rules for Main Points**

* Main Points should be written in full sentences
* Main Points should be stated as claims, not questions
* Main Points should develop the Thesis
* Main Points should be parallel as much as possible
* Main Points should contain only one idea
* Main Points should be supported by at least two subpoints

**Transition Statements**

* Connect one main point to the next main point, making the transition between them very clear.
* Calls attention to important ideas
* Allows listeners to know that you are moving forward in the presentation
* Must be written in the outline between each main point