



## Spark of Interest Worksheet

### *Business Presentation Mastery Module 7*

Reconnecting with your own “spark of interest” in your topic is important for being engaged. Remember, audiences follow *your* lead when it comes to engagement – so if you want them to be interested, you have to show that you’re interested too!

Use this worksheet to identify what it is about your topic or presentation that really interests you – what helps spark your own interest in this subject!

*Is (or does) this content relate to something I find interesting? Explain:*

---

---

---

*Does this content, topic, idea, etc. make possible something I enjoy or find important? Explain:*

---

---

---

*Does this content/idea/etc. create an outcome that is interesting, exciting, rewarding, or important?*

---

---

---

*Is this topic or idea urgent? Is it about something that the audience needs to act on now? Why?*

---

---

---

*Is this topic or idea underappreciated? Why should people know about this, and why don't more people know about it or understand it?*

---

---

---

*Does this topic or idea have other implications or connections that are interesting, exciting, worrying, etc? What's the broader picture?*

---

---

---

---

---

---

*Where can I refer to this spark(s) of interest in my presentations? Can I refer to it in my stories or analogies? Can I bring it up during times when the content gets dense or dull?*

---

---

---

---

---

---