

BE A BETTER SPEAKER

MAKE THIS CREATIVE BUREAUCRACY FESTIVAL TALK YOUR BEST!

1

PRIVATE THINK → PUBLIC SPEAK

What is my big idea? Who is my audience? How will I answer their question WIIFM – what’s in it for me?

✓ Here’s my idea: _____
(max. 15 words)

2

STRUCTURE FREES CREATIVITY

What is the thread connecting all my ideas? Can I guide my audience from here to there simply, clearly, and memorably?

✓ Here’s my visual scaffold: _____
(1st, 2nd, 3rd / then, now, soon)

3

ART OF PERSUASION

What story will touch the audience, so they care about what I care about? Why should they believe me? What makes my talk remarkable? Surprising? What is my main take-away?

✓ Write each argument, fact, figure, visual, story or call to action on an index card.

✓ Hang each on your visual scaffold.

4

PREPARATION BUILDS CONFIDENCE

How can I arrange my 'stage' so the online audience can best see and hear me? Can I speak freely without reading from my notes?

✓ My checklist for setting up recording.

✓ My schedule for practicing my talk..

5

DELIVERY: BE YOUR AUTHENTIC, VULNERABLE, KNOWLEDGEABLE, ORIGINAL SELF

Breathe deeply. Nervousness becomes excitement. You are expansive, voluminous, generous! Make eye contact. Talk to, not at them. Ignore self-defeating inner dialogue. Believe fully in yourself and your idea.

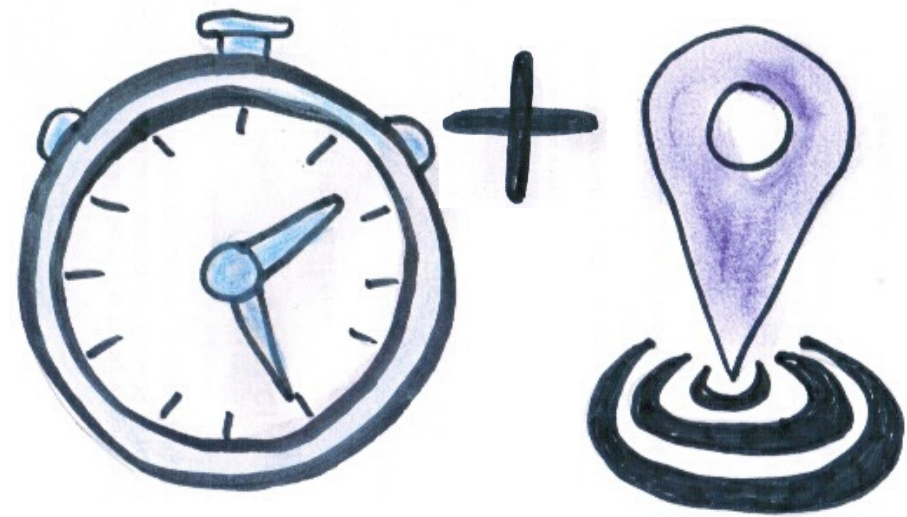
✓ Celebrate accomplishment!

✓ Self-reflect; ask for feedback.

✓ What are my strengths? Where can I stretch?



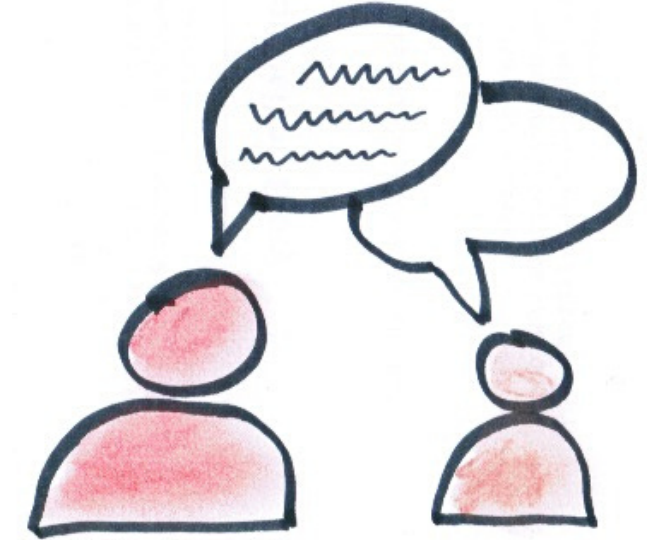
Story Formula



Time / Place



Events



Dialogue



Surprise



Point



Story

Small Story