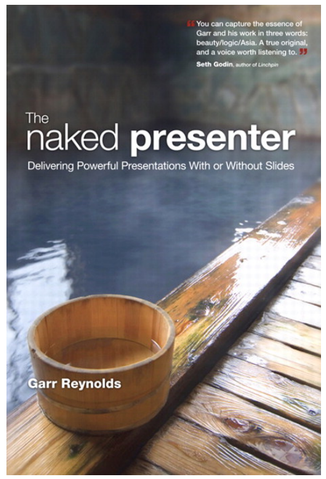

by @drBakker

Naked?

- **Conversation, not performance**
- Not behind lectern
- Not boring
- Don't overwhelm
- Goal tools
  - Clarify
  - Simplify
  - Support pers. conn.

Preperation

- Avoid interruption, be creative
  - John cleese
- Go analog
- Purpose speech
  - Create change
    - Point a
    - To
    - Point b
  - **Start with WHY**
    - **What's my point?**
    - **Why does it matter?**
- Know audience
- Deep vs wide
- **Story**
  - Conflict
  - Find contrast
    - Before after
    - Now then
    - Growth decline
  - 1 identify problem
  - 2 identify causes
  - 3 show solution
- **Process**
  - Solitude
  - Remove distraction
  - Go analog
  - Identify core point
  - Brainstorm
  - Consolidate, edit
  - Sketch visuals
  - Build visuals digitals
- Rehearse
  - Be early
  - Leave lights on
  - Move close to Audience
    - Block last row(s)
  - Mingle before start

Connect

- Punchy opening
  - Personal
  - Unexpected
  - Novel
  - Challenging
  - Humorous
  - Late?
    - Start with talk
    - Engage
    - Connect Mac during noise
    - Don't start apologizing
  - (null)
- Presence
  - Here and now
  - Express true self
  - Authentic
- Project yourself
  - Look good
  - **Move with purpose**
  - Eye contact
  - Energy in voice

Continually Improve

Powerful finish

- Sticky stories
  - Simplicity
  - Unexpected
  - Concrete
  - Credible
  - Emotion
  - Story
- **Back to beginning**
  - Obama yes you can
- Summarize
- Tell story
- Make m laugh
- **Call for action**
- Q&A
  - Engage
  - Brief
  - Gracious
  - Assertive
  - Repeat
  - Stop

Sustain

- **Change pace**
- Variety
- **Max 10m attention**
  - Story
  - Video clip
  - Image
- Pause
- Slow down
- Never Overtime
- **Let audience do something**
  - Question
  - Video
  - Poll
  - Ask volunteer
  - Build w hands
  - Sketch
  - Game
  - Discussion
  - Fill in the blank
    - One word
    - Shocking
    - Surprising

Engage

- **Show passion**
- Tap emotions
  - Friend recommendation
  - Vs
  - Detailed facts...
- Proximity
  - Get close
  - **Hide technology**
  - Keep on going
- Play