

# A Structure To Create A Talk.



## 1. Who's your Audience?

a. What do they know and how do they feel about the subject?

b. What beliefs do they have around the subject (Anti-story)

## 2. What's your Objective / Purpose?

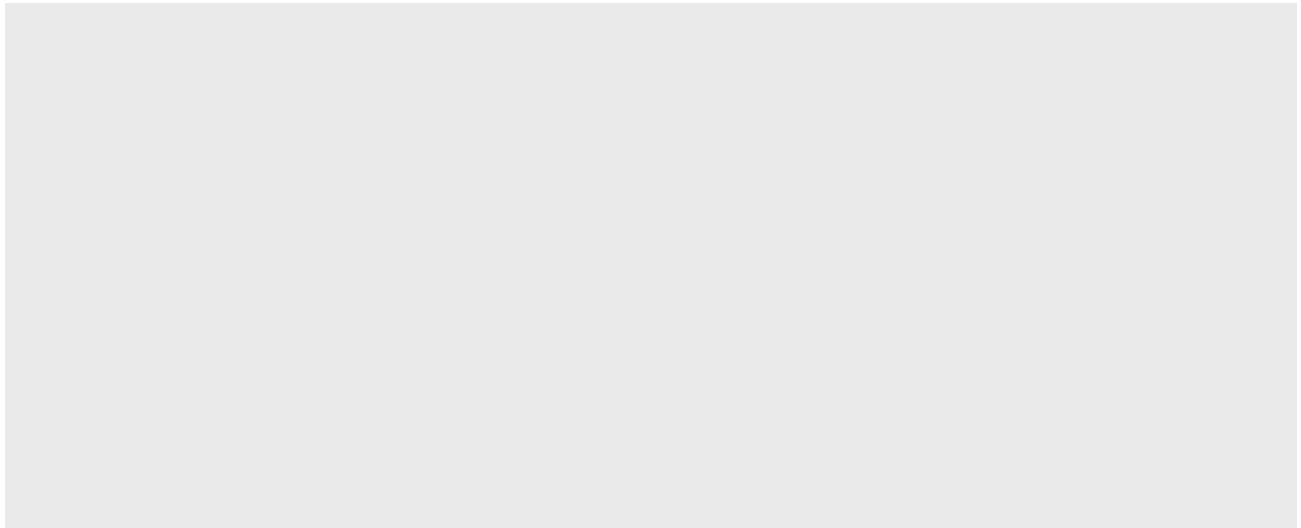
What do you want to get out of the presentation personally and for your organisation?

What would you like the audience to do, think or feel at the end of your talk?

What is the experience you want to give your audience?

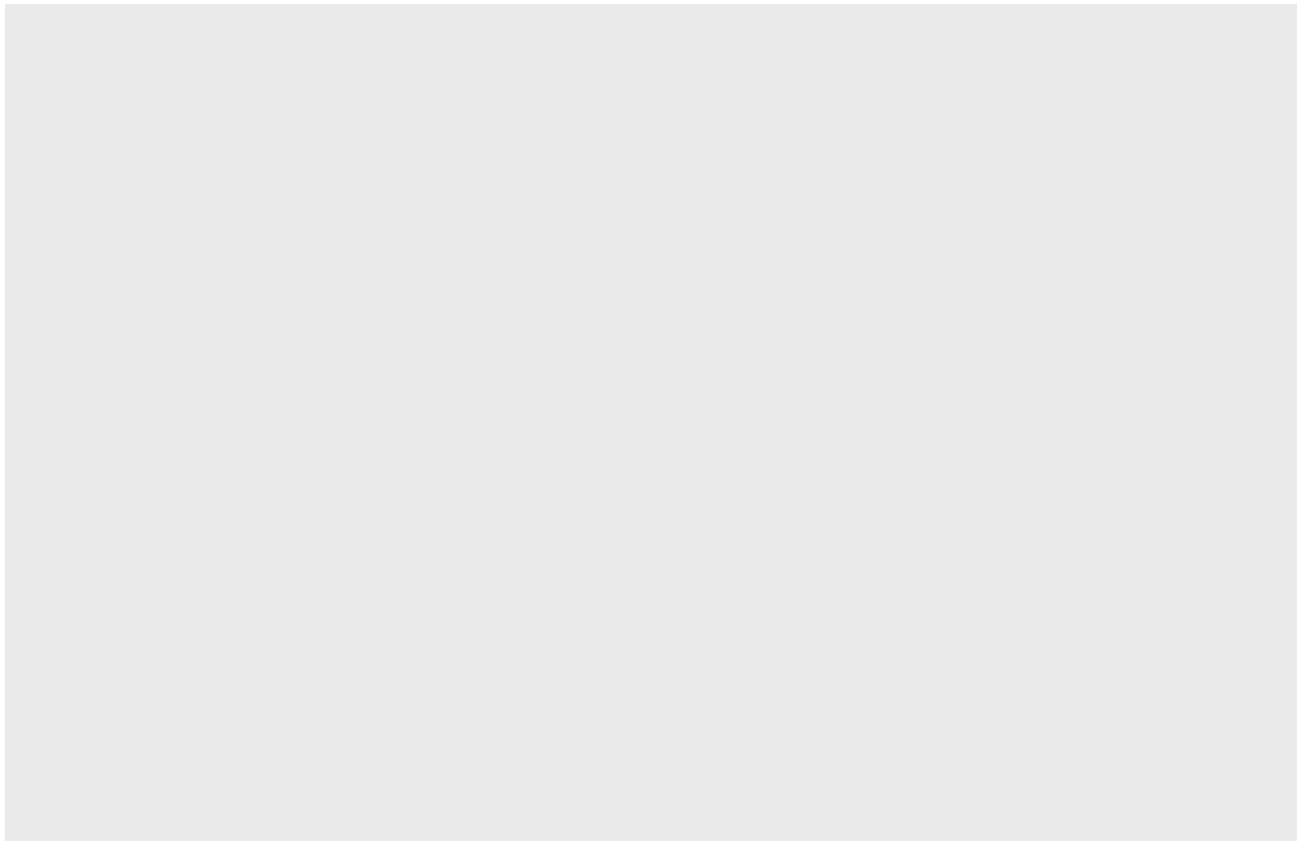
### 3. Write your Core Message in less than 20 words.

What is the belief that the audience needs to buy into in order for them to give us our purpose?



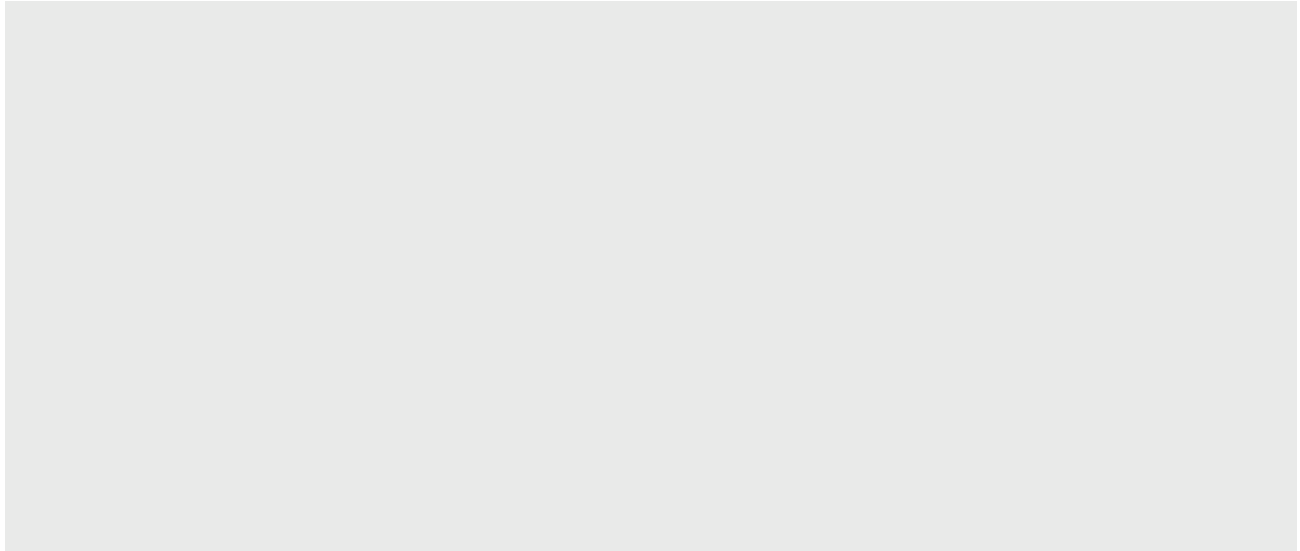
### 4. Write a Core Story

This is a story that delivers the core message in an engaging way.



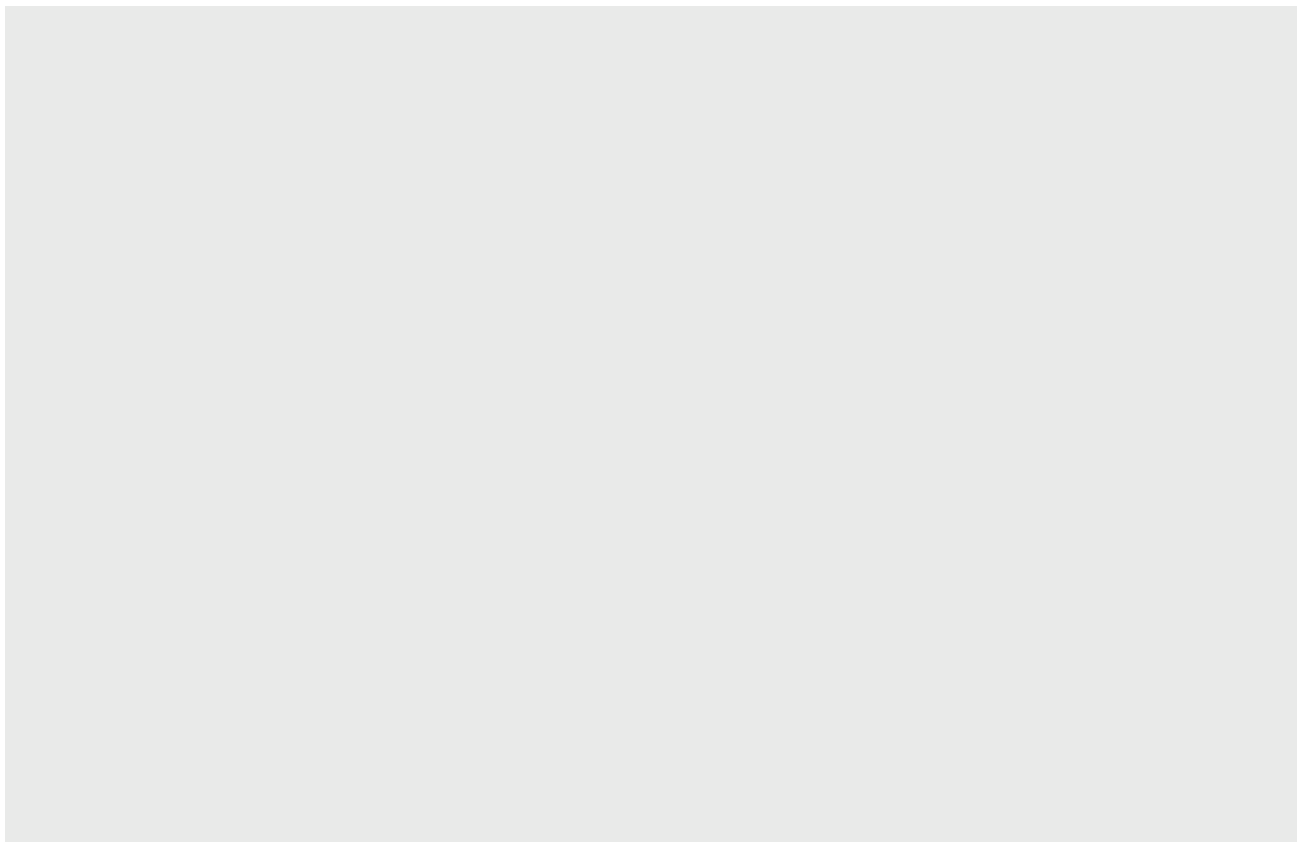
## 5. Create an Attention-Grabbing Opening.

Open with something that lets people know why they should listen to you. What's in it for your audience? What value will they get? This needs to be succinct and exciting.



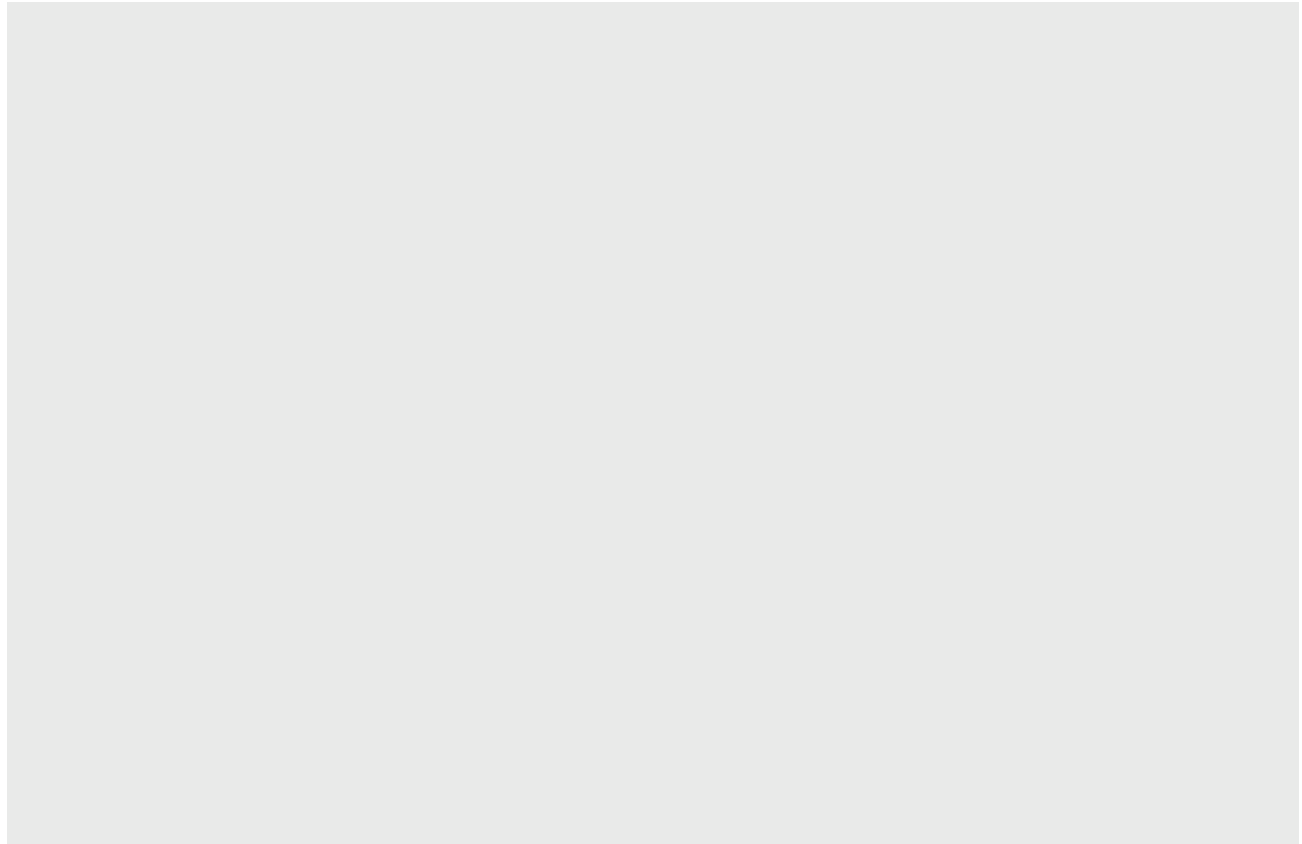
## 6. Identify your Key Points.

All these points should support your core message. If it does not it should not be in the speech..



## 7. Anchor your Key Points

Create an anchor for each point you make. It can be an anecdote, acronym, activity, act out or analogy.



## 8. Have a Powerful Call to Action

Always have a call to action based around what your objectives were.

