TALK TEMPLATE

BIG IDEA – Your point of view + what's at stake for your audience

Embrace the "Rule of Threes" for a standout structure — Three main ideas backed up by three supporting ideas

IDEA 1

SUPPORTING IDEAS

CALL TO ACTION – What should your audience do after your talk?

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BEGINNING Capture attention early ("The Primacy Effect") — Introduce your big idea and establish its relevance to your audience

MIDDLE

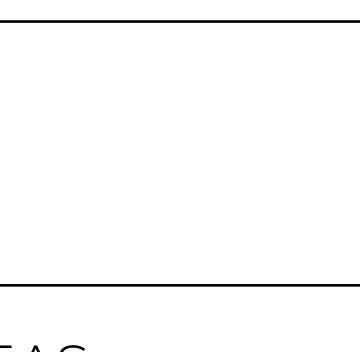
IDEA 2

SUPPORTING IDEAS



TITLE

AUDIENCE



IDEA 3

SUPPORTING IDEAS