

TALK TEMPLATE

TITLE
AUDIENCE

BEGINNING

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

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

MIDDLE

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

IDEA 1

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SUPPORTING IDEAS

IDEA 2

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SUPPORTING IDEAS

IDEA 3

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SUPPORTING IDEAS

END

Close with something memorable ("The Recency Effect") — Restate your big idea and reinforce the stakes to your audience

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