

# Talking with Impact Recipe



## Define your idea

### Assess your idea:

- ☐ Am I passionate about the idea?
- ☐ How will it make a difference to the audience?
- ☐ Can I explain why the idea matters?
- ☐ Can I explain it in a way that novices can understand?
- ☐ Can I explain the idea in the time given to me?

My idea in 1 or 2 sentences:

Why my idea matters:



## Connect from the start

### Share:

- ☐ Stories
- ☐ Anecdotes
- ☐ Questions
- ☐ Humor



## Show, don't tell

- ☐ Make it a conversation
- ☐ Project emotions with your face and your voice
- ☐ Keep your body and palms open
- ☐ Make eye contact
- ☐ Exaggerate your movements
- ☐ Use simple and relevant visuals



## Guide with Stories

### Integrate:

- ☐ Drama
- ☐ Message about the audience
- ☐ Humour
- ☐ Surprise
- ☐ Relevant details
- ☐ Passion



## Use a relatable flow

- ☐ Beware of the curse of knowledge
- ☐ Use simple language
- ☐ Build your idea piece by piece
- ☐ Leverage metaphors
- ☐ Share examples, share examples, share examples....



## End with impact

### Briefly share:

- ☐ A call for action
- ☐ A summary of the key takeaways
- ☐ An ask for commitment