



HEROIC

What's Your BIG Idea?

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There are many reasons to speak.

Many more reasons to speak WELL.

Sometimes we use skillful public speaking in meetings at work. Sometimes it's useful at PTA meetings, organizing and motivating groups, in sales meetings and on first dates.

At it's best, excellent public speaking can be used to share your big ideas, to change and transform the way people think, what they feel, and what they do. Your public speaking can save the world.

So how do you develop your big ideas?

Start here.

1

What matters most to you?
What are you passionate about?

2

How could this change the world for the better?

3

Make it personal.

WHY are you passionate about this?

What's your personal connection to the subject matter?

4

Make it universal.

What does the world look like for your audience now? What are their struggles, limitations?

What is their life like?

5

What could it look like?

How are you asking them to change and what are the rewards if they are willing to embrace your idea and create this future?

What is the PROMISE?

6

What are the costs of NOT changing?

7

What do you KNOW about this subject?

Do a brain-dump, (freeform, get-it-all-out-on-paper, no editing, just put it all out there.)

8

What are your stories, your direct experiences related to this topic?

How can you shape these stories to support the change you are asking your audience to make? Source your stories by thinking of your experiences around different people, places, and times in your life.

9

What direct data, either anecdotal or scientific research can you gather in support?

10

What are the holes that audience members could poke in your presentation? What arguments could be presented?

11

How can you skillfully address those arguments?
