



DEVELOPING A TALK

NOTES

STEP 1 (a): What is the broad goal?

To inspire? / To persuade? /

To inform? / To enable?

STEP 1 (b): Research your topic.

Brainstorm ideas, possible key points

or draw a mind map

STEP 2: What is the central theme/ core point of the talk?



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STEP 3: The Power statement:

Why should your audience listen to your message?

What is the benefit?

My audience, . . . (fill in a description of your audience):

. . . needs to hear the message about . . . (fill in the core message):

Why? Because . . . (fill in why they will benefit from this message):

Or: Why should your audience listen to your talk? What should they know / be able to do afterwards?

My audience, . . . (fill in a description of your audience):

. . . should be able to . . . (fill in what you would like them to be able to do by the end of your speech):

How? By . . . (fill in how they should be able to do it by the end of your speech):



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STEP 4: List the main points for your talk

STEP 5: How will you make each point more interesting?
Which resources will you use (visuals, examples, stories, etc.)?



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