



PLAN THE BEGINNING & THE END

CHRIS ANDERSON ON PUBLIC SPEAKING



30 MINUTES

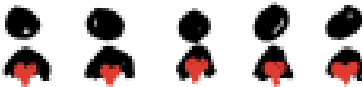
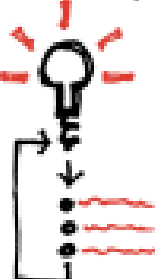
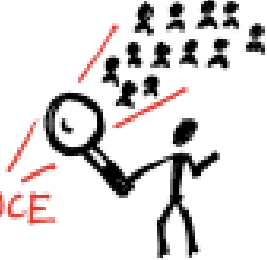

Start and End Your Talk Powerfully



“However you deliver the rest of your talk, I strongly encourage you to script and memorize the opening minute and the closing lines. It helps with nerves, with confidence, and with impact.”

*-Chris Anderson,
TED Talks: The Official TED Guide to Public Speaking*

Use the exercises on the following pages to plan how you will start and end your talk powerfully. Even if you do not plan to script your whole talk, Chris recommends that you write, rehearse, and memorize the start and the end. Why? Your beginning is critical. It is your opportunity to capture the attention of your audience and prove that you have something relevant and important to convey. Your ending matters because it determines the impression that you will leave with your listeners. It will stir them to action, plant a thought-provoking question, or drive home your central point. So get the ideas flowing!

- 1. MAKE YOUR AUDIENCE CARE** (USING A RELATABLE EXAMPLE OR INTRIGUING IDEA)
 
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2. EXPLAIN YOUR IDEA (CLEARLY AND WITH CONVICTION)
 
- 3. DESCRIBE YOUR EVIDENCE**
- 4. CALL TO ACTION** (THE HOW AND WHY OF IMPLEMENTING YOUR IDEA)
 
- 5. REVEAL THE NEW REALITY** → CHECK OUT **NANCY DUARTE'S** TALK TO HEAR ABOUT THE BENEFITS OF BOUNCING BETWEEN THE OLD AND THE NEW THROUGHOUT YOUR TALK
 (HOW THE LIVES OF AUDIENCE MEMBERS WILL BE AFFECTED IF THEY ACT ON YOUR IDEA)

Find a Way to Start Strong

Use this worksheet to brainstorm ways that you could start your talk strong. You'll obviously need just one way to open your talk, but it can help to imagine multiple possibilities until you come up with the one that works best so push yourself to complete all 4 boxes. Remember, at the beginning of your talk you have about a minute to intrigue people with what you'll be saying so the start really matters.

1. Deliver a Dose of Drama

If your talk were a movie or a novel, how would it open? What is the most compelling or dramatic part of your idea that you could open with?

Example:

- “Sadly, in the next 18 minutes...four Americans that are alive will be dead...”



2. Ignite Curiosity

What surprising question could you ask about your topic? How could you frame your topic in a surprising way? Is there a crazy example that illustrates a central concept of your talk?

Examples:

- “How did this fourteen-year-old- girl, with less than \$200 in her bank account, give her whole town a giant leap into the future?”



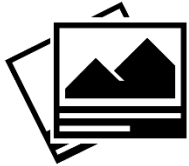
Find a Way to Start Strong

3. Show a compelling slide, video, or object

Are there any glorious, impactful or intriguing pictures or videos to illustrate your idea?

Examples:

- “I’m going to play you a video that, at first viewing, may seem impossible.”
- “The image you’re about to see changed my life.”
- Here’s my opening slide. Can you figure out what this thing is?”



4. Tease, but don't give it away

What kind of language will seduce the audience into wanting to come along for the ride? How could you signal where your talk is going without giving it all away?

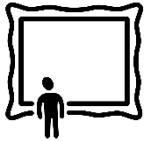
Examples:

- “Over the next few minutes, I plan to reveal what I believe is the key to success as an entrepreneur, how anyone here can cultivate it. You’ll find clues in the story I’m about to tell.”



Develop Your Powerful Ending

The best talks end memorably. They draw things together into a satisfying conclusion, give people a glimpse of the bigger picture or supply a specific way for them to act upon an idea. Take a moment and draft some possible endings for your talk using these prompts.



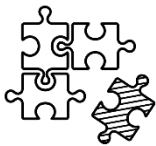
Big Picture Endings

- **Camera pull-back:** After explaining a particular idea, pull back and show the audience the broader context or set of possibilities.
- **Vision:** Turn what you've discussed into an inspiring or hopeful vision of what might be.



Active Endings

- **Call to action:** Invite your audience to act on your powerful idea and give them a specific way to do so
- **Personal commitment:** Make a public pledge to personally take a meaningful action



Satisfying Endings

- **Narrative symmetry:** Loop back to something you discussed at the beginning to give your talk a pleasing conclusion.
- **Encapsulation:** Neatly reframe or summarize the case you've been making.
