

DANIEL PENNINGTON

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AMYGDALA IS AN
'EXPERIENCE
SIMULATOR'

MAKE YOUR STORY ABOUT YOUR
AUDIENCE

START CLOSE TO THE ACTION

FIND THE MOMENT OF GREATEST
TENSION

FORGET TRANSITIONS

TELL STORIES IN PRESENT TENSE

GESTURE...A LOT

USE ENTIRE STAGE

PAUSE

DON'T BE THE HERO

THE RIGHT LEVEL OF DETAILS

TELL THE TRUTH, BUT...

GET YOUR AUDIENCE INVOLVED

POINT OUT TAKEAWAYS

TELL IT AS A MYSTERY

CLARITY: SIMPLE WORDS, PARAGRAPHS, AND CONCEPTS

MASTER THE MINI-STORY

BECOME THE MASTER OF
EMOTION

CLOSE THE DOOR

BONUS: BECOME A STORY COLLECTOR



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“85% of your success in the next five years has to do with your ability to speak and communicate your ideas.”

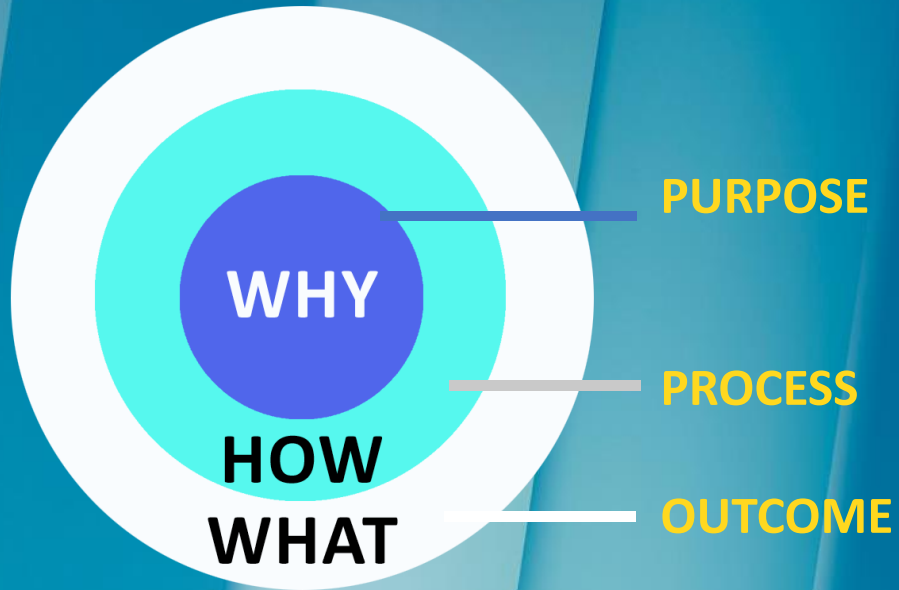
Carnegie Institute of Technology



"People don't buy what you do; they buy why you do it. And what you do simply proves what you believe."

SIMON SINEK

AUTHOR & SPEAKER



An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger base is submerged. The sky is blue with light clouds, and the ocean is a deep blue. The horizon line is visible. The text 'ACTIVITY' is positioned above the water line, and a list of terms is positioned below the water line.

ACTIVITY

PURPOSE
MEANING
MISSION
ASPIRATION









"I THINK" IS COOL



"I FEEL" IS WARM



WHY FORMULA

WHY

HOW & WHAT

CONNECT TO
PURPOSE **STORY**

WHY, YOUR MEANING OR PURPOSE

HOW & WHAT, YOUR UNIQUE PROCESS

CONNECT TO PURPOSE, A STORY ABOUT YOUR IMPACT

Why are we doing this?

Why are we in business?

Why do we exist?

Why are we who we are today?

Why are we good at what we do?

What do people say about us?

What are we great at?

Hint: It's never about the buildings

WHY

HOW & WHAT

**CONNECT TO
PURPOSE STORY**

WHY At McDaniel Learning Academy we believe every child can learn including those who've been given up on by the traditional learning establishment.

**HOW
WHAT** We give every child a series of tests to see how they learn best and then we teach them how they want to learn rather than how we want to teach.

**CONNECT
TO
PURPOSE
STORY** Justin was a bright boy who was struggling in school. We tested him to see his learning style and then taught him the way he learns best. He's done very well in school since and is now at Georgia Tech

WHY



Talk about your mission, why do you do what you do?

At _____ we believe _____
organization name our mission



WHY

HOW & WHAT

CONNECT TO
PURPOSE STORY

HOW AND WHAT refers to your **process**.

What part of the process is important for the audience to understand? Can it be explained easily and clearly for the average audience member?

- For instance, what is a **physical part** of the process?
- Who are the **people involved** in the process?
- What is the **output part** of the process?



Keep the How & What as easy to understand as possible.

WHY

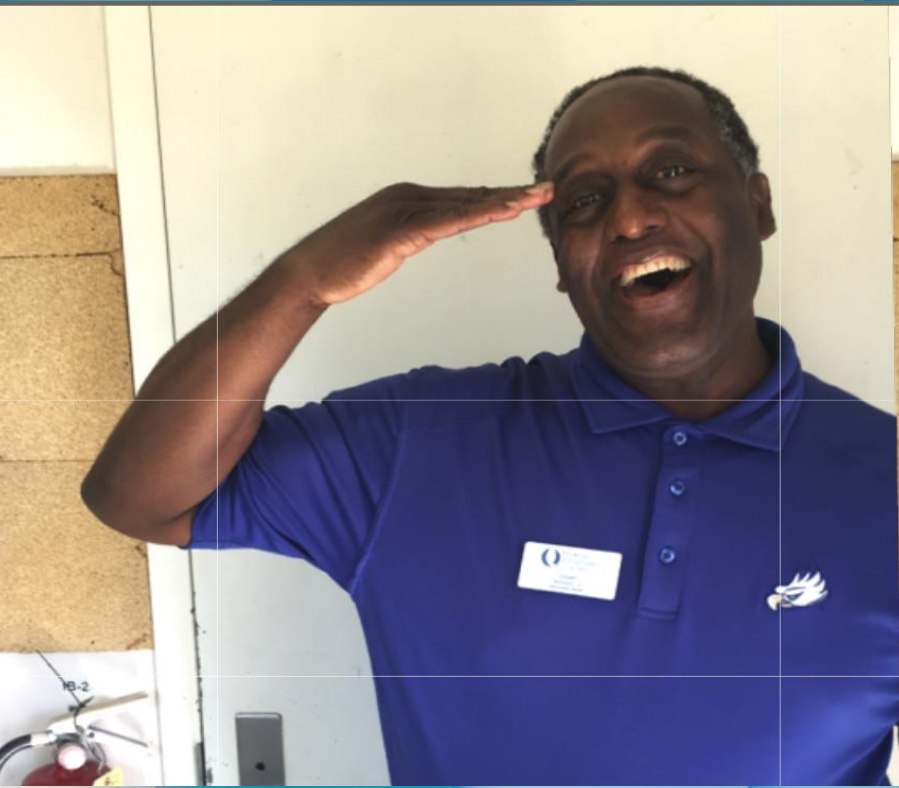
HOW & WHAT

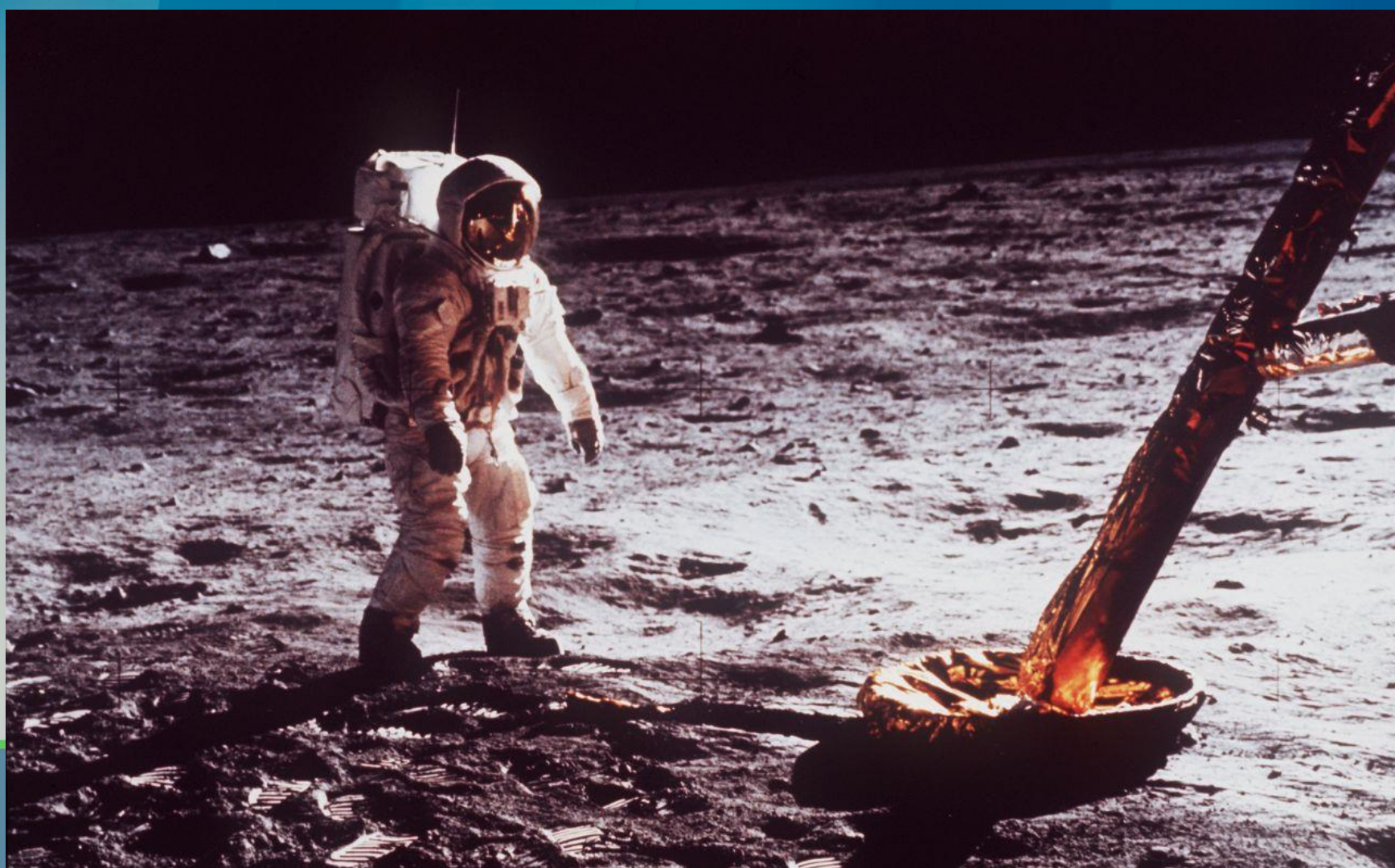
CONNECT TO
PURPOSE STORY



CONNECT TO PURPOSE refers to your **outcomes**.
Tell the story of a real person who's life has been made better because of what your organization does.

- What was the **challenge**?
- What were your **actions**?
- What is your **impact**?





PowerTips

- **Stand Up**
- **7 Seconds**
- **Weasel Words**
- **Star Trek**
- **Hands in front**
- **Vary speed/volume/tone**
- **Enthusiasm**
- **Concrete language**
- **Humor**
- **Self-deprecating humor**
- **Smile in your voice**
- **Stage fright/Pause Fright**
- **Storytelling**
- **Gesture**
- **Emotional**
- **Relevant**

Place 100% of your focus on your audience

Does Your Message Have Fire?

TAKE A STAND AND SET THE WORLD ON FIRE

Fresh PUNCH IT UP WITH FRESH IDEAS,
FRESH DATA, FRESH REFERENCES

Individual SAY THINGS ONLY YOU CAN SAY,
FIND YOUR UNIQUE VOICE

Relevant MAKE IT MATTER TO THE AUDIENCE,
TALK ABOUT WHAT THEY CARE ABOUT

Emotion FIND THE EMOTION IN THE SUBJECT,
LEAD WITH THE HEART AND NOT THE MIND

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Learn more by following Daniel online. Every day Daniel posts new videos just over one-minute in length that teach about new techniques that will make you a better speaker. Go to his YouTube channel to watch more than 200 videos on every subject imaginable concerning presenting in public



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