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
DON’T BE THE HERO
THE RIGHT LEVEL OF DETAILS
TELL THE TRUTH, BUT...
GET YOUR AUDIENCE INVOLVED
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
“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
"I THINK" IS COOL

"I FEEL" IS WARM
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
At McDaniel Learning Academy we believe every child can learn including those who’ve been given up on by the traditional learning establishment. 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. 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
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.
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
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.