

The Five C's of *Leadership Speaking*

Clarity

Your message
Who you serve

Commitment

To doing whatever it takes to share your message
To serving those you are meant to serve powerfully
To being an awesome leadership speaker

Confidence

Bringing full competence
Expressing with conviction

Caring

About the difference you make
About those you serve

Charisma (Natural)

Warmth + Power + Authentic Expression
Your own natural style is your best style

CRAFT YOUR THOUGHT LEADERSHIP TALK OUTLINE

The best way to organize your content into a captivating and inspiring talk is to use an outline. Here is the process for crafting your Thought Leadership Talk outline.

1. Go somewhere lovely and inspiring and do a content brainstorm (see *Beyond Applause* book for description of this exercise).
2. Grab a copy of The Only Presentation Outline You'll Ever Need (see below).
3. Fill in the main points, intro, and conclusion on that outline (see guidelines below outline for details).
4. Blossom that outline with the Magic Mix of Content, as described in *Beyond Applause*.
5. Start practicing like crazy, infusing captivating techniques along the way.
6. Celebrate! You are on your way to making the biggest impact possible with your message.

Here is The Only Presentation Outline You'll Ever Need (TOPOYEN)

Introduction

Attention grabber: (e.g. questions to audience, engaging story, participatory exercise with audience)

Purpose/Goal for speaking _____

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Benefit to audience for listening _____

Credibility – who are you and why should I listen to you?

Thesis:

Preview of main points/messages

1. _____

2. _____

3. _____

Transition: _____

Body of Your Presentation (Use the “Magic Mix of Content”: mix of story, research/data, audience engagement in each point)

Main point 1. _____

Support a (story, example, statistic) _____

Support b (story, example, statistic) _____

Transition _____

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Main point 2. _____

Support a (story, example, statistic) _____

Support b (story, example, statistic) _____

Transition _____

Main point 3. _____

Support a (story, example, statistic) _____

Support b (story, example, statistic) _____

Transition _____

Conclusion (summarize purpose and main points)

Impactful close (statement, rhetorical question, quote, request, Call to Action)

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How to Use the Presentation Outlining Template

- **Before you write anything on this form, do at least 10 minutes of true brainstorming** so that you are pulling from a large pool of information you could cover on your particular topic. The first three main points that come to your mind may not be the best three main points for your goal of this presentation.
- **Write your Attention Grabber last.** It should relate to everything you have in your presentation and be the very best way to magnetize their attention in a way that also meets your presentation goals.
- **Your purpose for speaking = your outcome goals for this presentation.** What do you want from your audience?
- **The benefit to your audience is never “They will know more about [my topic].”** We are all on information overload. Instead, ask yourself, “How will their life be better because they listened to you today?” That is the benefit to your audience.
- **It is perfectly okay for your transition to sound like, “Now that we’ve talked about [point one], let’s explore [point 2.]”** Yes, ideally you will add some spice to this formula over time, but remember always: Clarity over cleverness.
- **Vary your support points between data, research findings (always cite sources for your research), and stories.** Most audiences – most people, individually, even – need a mix of these types of information to be compelled to action. They need to *care* as well as “get it.”
- **Remind them as you close what you want from them.** What, precisely, are you wanting them to do, think, feel? Say it clearly. Give them tools to make it happen (a timeline, a project plan, access info for a workgroup area, a fun cartoon image that reinforces the inspiration to take action.)
- **Close with *real* impact.** Make your close at least as powerful as your opening, possibly even more so, depending on your goals. Stories, rhetorical questions, shocking statistics are some ways to close with impact.