

Tips for Speakers
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Categorize, sequence, and prioritize the information in your presentation

- Introduction – as brief as possible. Don't make it about you.
 - Establish your validity as someone worth listening to
 - Manage their expectations and get permission for your agenda: "Here's where we'll be in x minutes; is that what you expected, more or less?"
 - Tell a tiny story to activate their "nurturing" frames.
- Predator – Also brief. Set up a problem but nobody came to have you tell them how bad it is.
 - Think of Shark Week. "The more ferocious the predator, the higher the ratings".
- Exposition – roughly 1/3 of your time
 - Edit down to no more than three key messages. Align all material with those messages.
- Solutions and strategies – roughly another 1/3 of your time
 - Include both robust policies and pragmatic tactics.
- Call to action – can be brief but must be significant
 - Audience-specific
 - Within immediate "line of sight" and the sooner the better
 - Examples: "sign up here" or "get out your phone NOW" or "commit to being at the rally"

Checklist for Presenting

- Double check address and time. If a campus, study the map.
- Don't trust your host's answers. Bring all of your stuff if you can.
- Laptop, cords, adapters
- Remote slide advancer
- Projector
- Screen
- Audio system if you're showing a film
- Long extension cord that can plug in three devices.
- 3-prong adapters
- Back-up plan (thumb drive and printed copy)
- Clock / timer
- No more than two pertinent leave-behinds (with contact info)
- Email sign-up sheets
- Business cards

References

- Manny Elkind, www.Mindtech3.com
 - Facts, forms, futures, and feelings.
 - Talking with individuals, stay in their quadrant. Speaking to groups, rotate quadrants.
- George Lakoff "Moral Politics"
 - "Nurturant Mother" (20% of people): ask for commitment and action
 - "Strict Father" (20% of people): emphasis on prudence, personal freedom, consequences of personal choices
 - Two framed (60% of people): use anecdotes to activate Nurturing frame
- Jonathan Haidt "The Righteous Mind"
 - Very liberal: Highest support for moral pillars of Fairness and Caring
 - Very Conservative: More emphasis on Loyalty, Authority, and Sanctity
- Joshua Greene "Moral Tribes"
 - Conservative respect for authority and concern for sanctity is deeply tribal.
 - Medicare visibly helps "us" and is thus sacrosanct among social conservatives