



*Dr. Michele Gunderson's*

# Ten Keys to **Great Speaking**

1. Begin with the end in mind
2. Know your audience and purpose (Uncle Bob)
3. Create a simple talk structure (5-paragraph essay)
4. Ho hum/so what
5. What's the single domino?
6. Make ONE point and find details to support it
7. What's their top of mind problem?
8. Keep it simple
9. Move from pain to hope (story structure)
10. Problem-Solution-Problem-Solution (PSPS): What problem still remains, and what's the call to action that solves that new problem?