

October 24,
2017

Think Fast. Talk Smart.

Communication
techniques.

Think fast, talk smart.

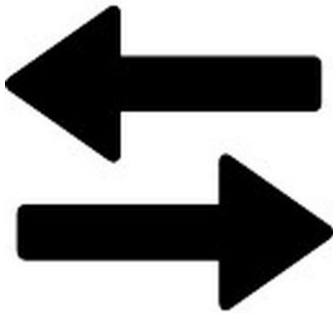


The Speaker: Matt Abrahams

Matt Abrahams is a lecturer at the Stanford Graduate School of Business, teaching strategic communication; he also teaches public speaking in Stanford's Continuing Studies Program.

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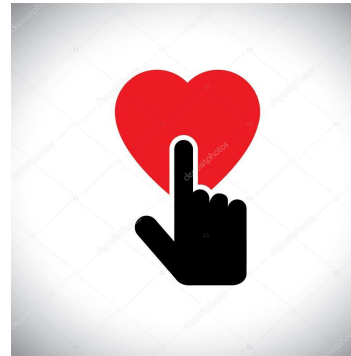
□ Approach



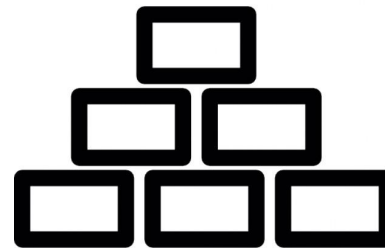
□ Audience



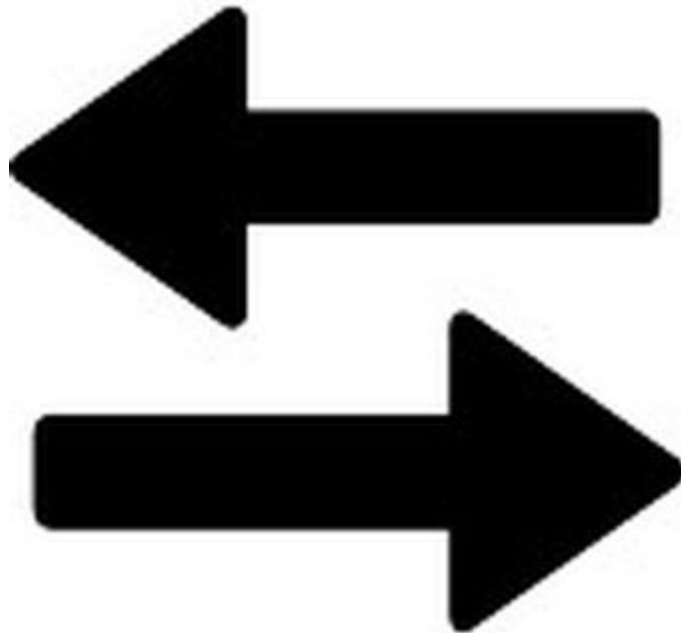
□ Context



□ Structure



Think fast, talk smart.



□ Approach

Think of speaking as
a positive opportunity
to share your ideas
with people

Think fast, talk smart.



□ Audience

What does your audience need to know from you? What do they already know? What do they expect of you? What's their attitude about your topic?

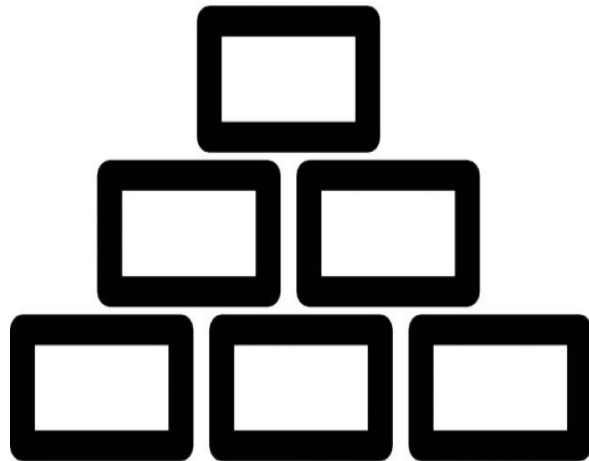
Think fast, talk smart.



□ Context

Context is important: What time is it? What emotional state is your audience in? What emotional state do you want to put them in? Where are you physically?

Think fast, talk smart.



□ Structure

Structure your talk
to keep people engaged.

1. Past - Present – Future
2. Problem - Solution - Benefit
3. What - So what? - Now what?

Vocabulary

- ▣ **Superfluous**

More than needed or wanted;

- ▣ **Chink in (one's) armor**

A figurative term for one's weakness, largest flaw or his prevention of success;

- ▣ **Ubiquitous**

Seeming to be everywhere.