

Everything your advisor

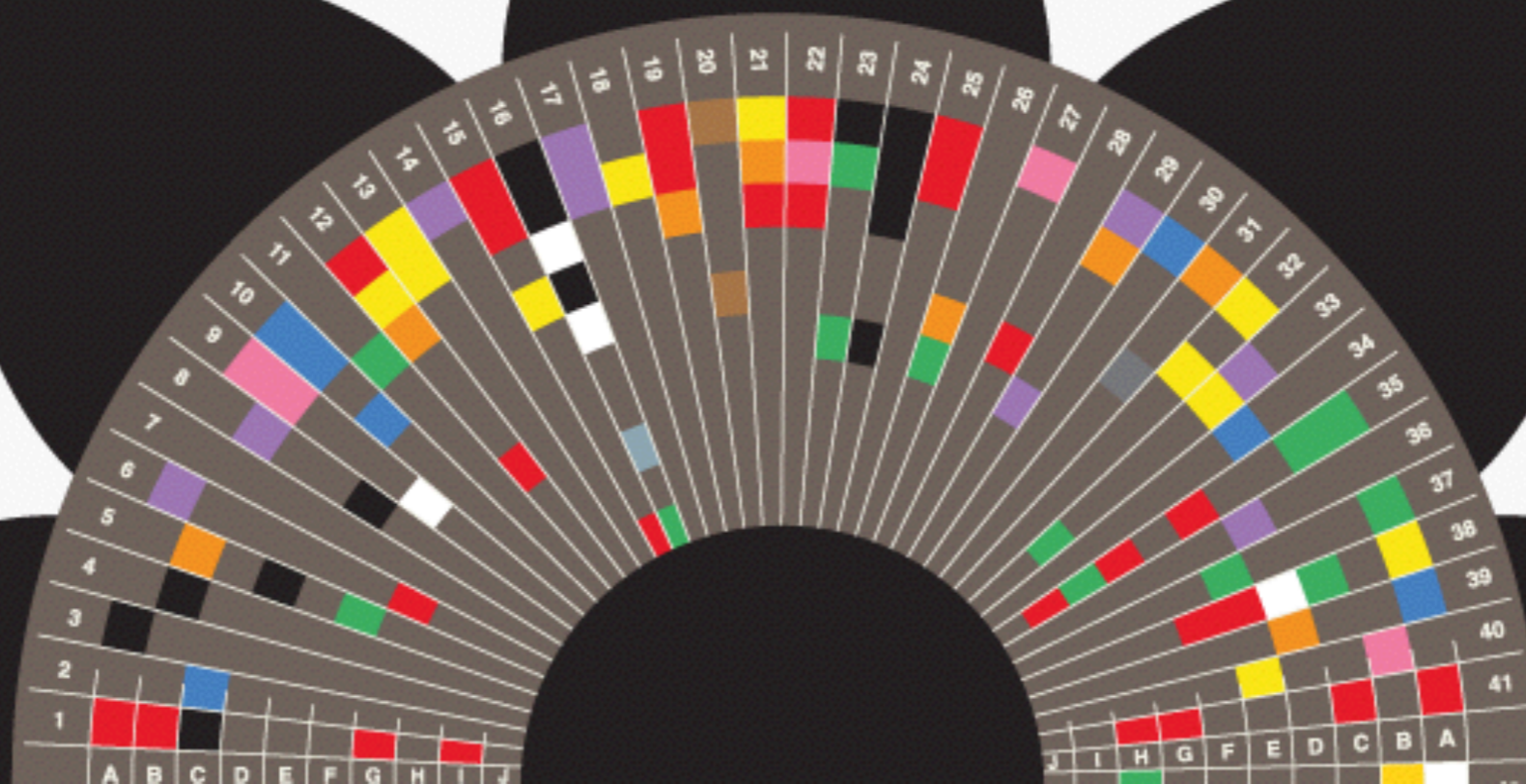
didn't teach you about giving talks

Narrative

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AB 222



Homework: physical state diary

Activity	Time	Emotional	Physical

What is the point of your talk?

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Audience	Point

Understanding **the point of your talk** is vital.

Story styles

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Monomyth: Hero's journey (3 ACT structure)

Mountain structure: Up a hill, big climax

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False start: predictable, turned on its head, paradox

Petal structure: looping back to a central idea

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Sparklines: (Nancy Duarte's journey)

Sparklines

Modifies the “hero’s journey” format:

ordinary person who gets called to action



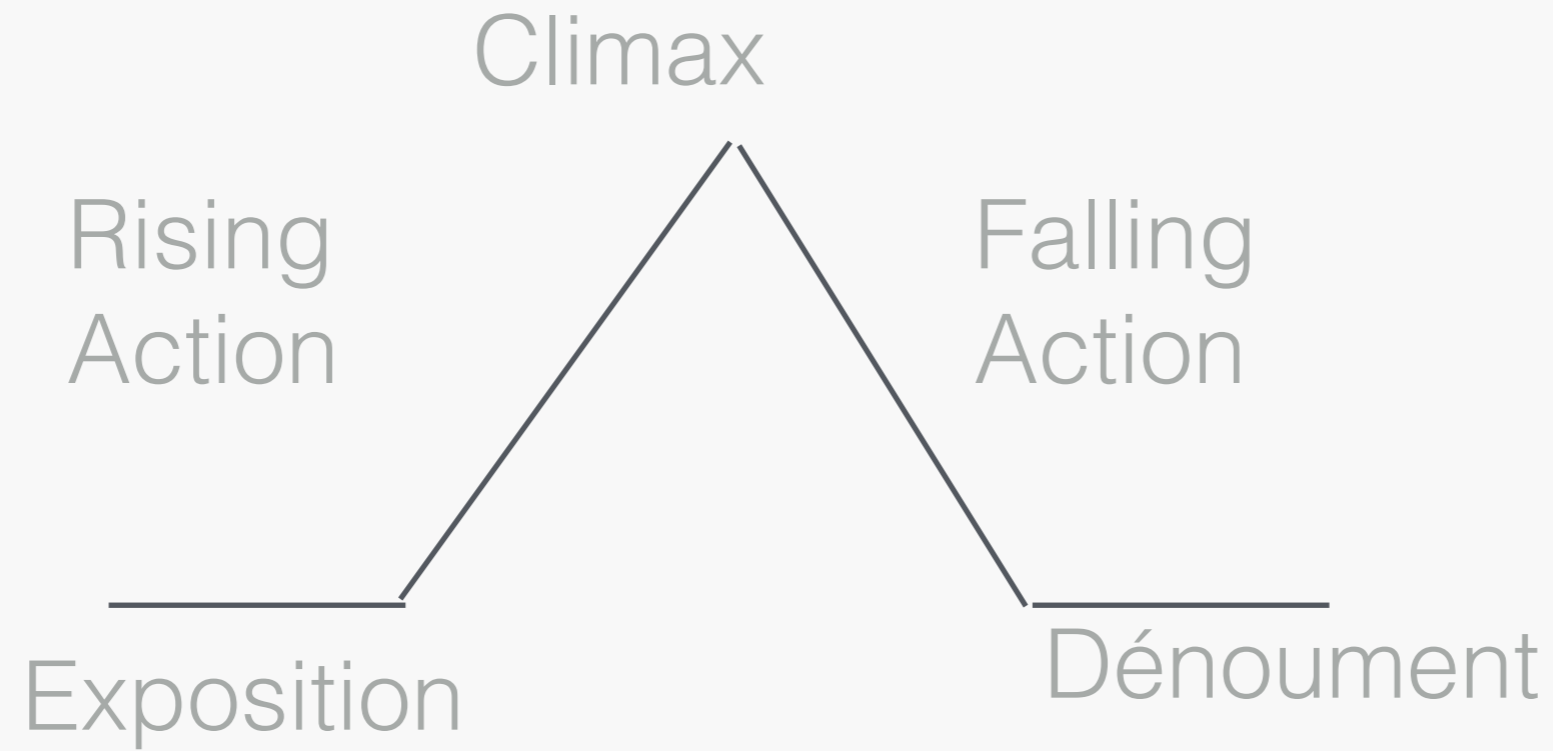
reach a roadblock where a mentor helps them



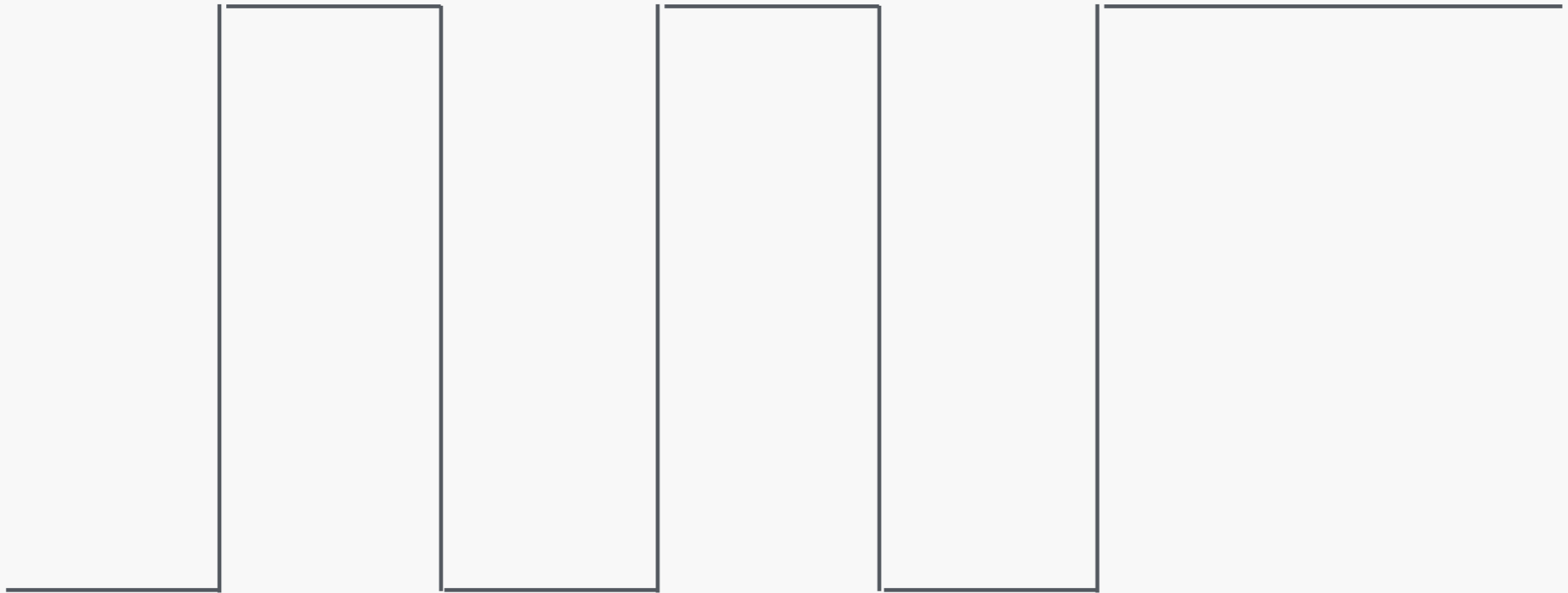
emerge a transformed person

You are not the hero!

Freytag's Pyramid

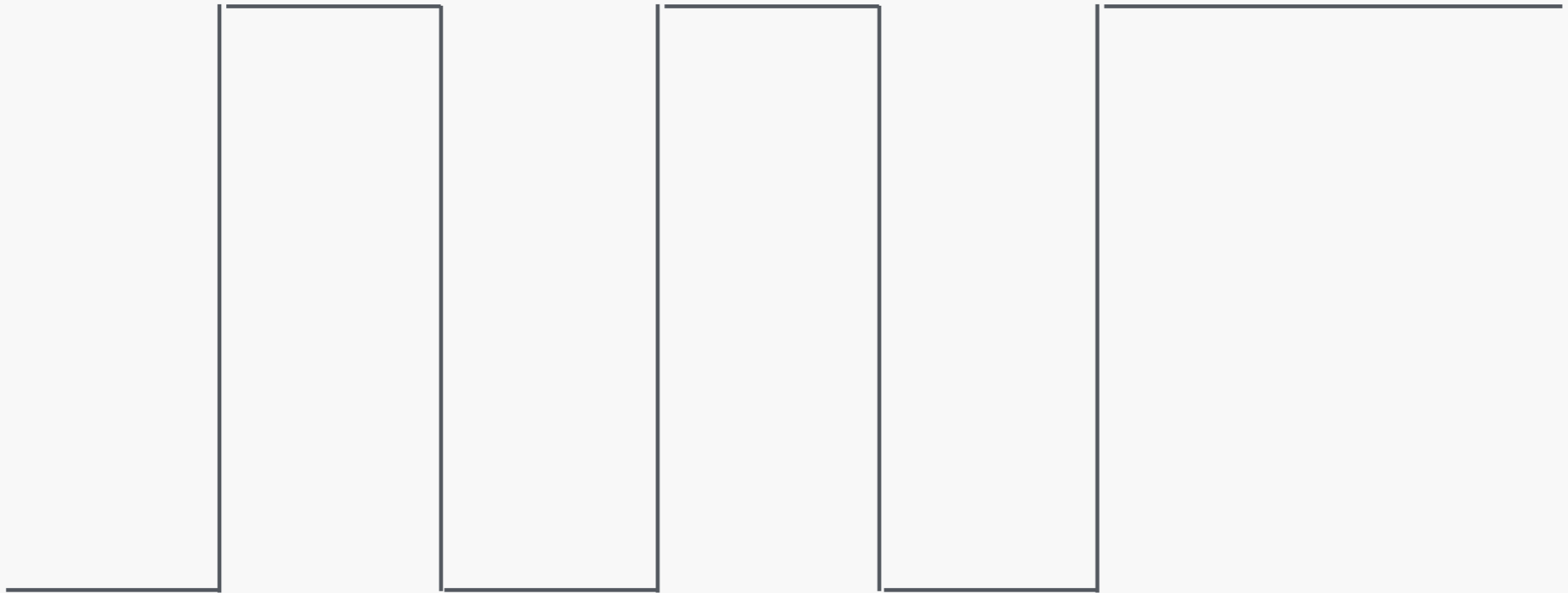


Sparklines



Sparklines

What could be



What is

Sparklines

What could be

What could be

New vision

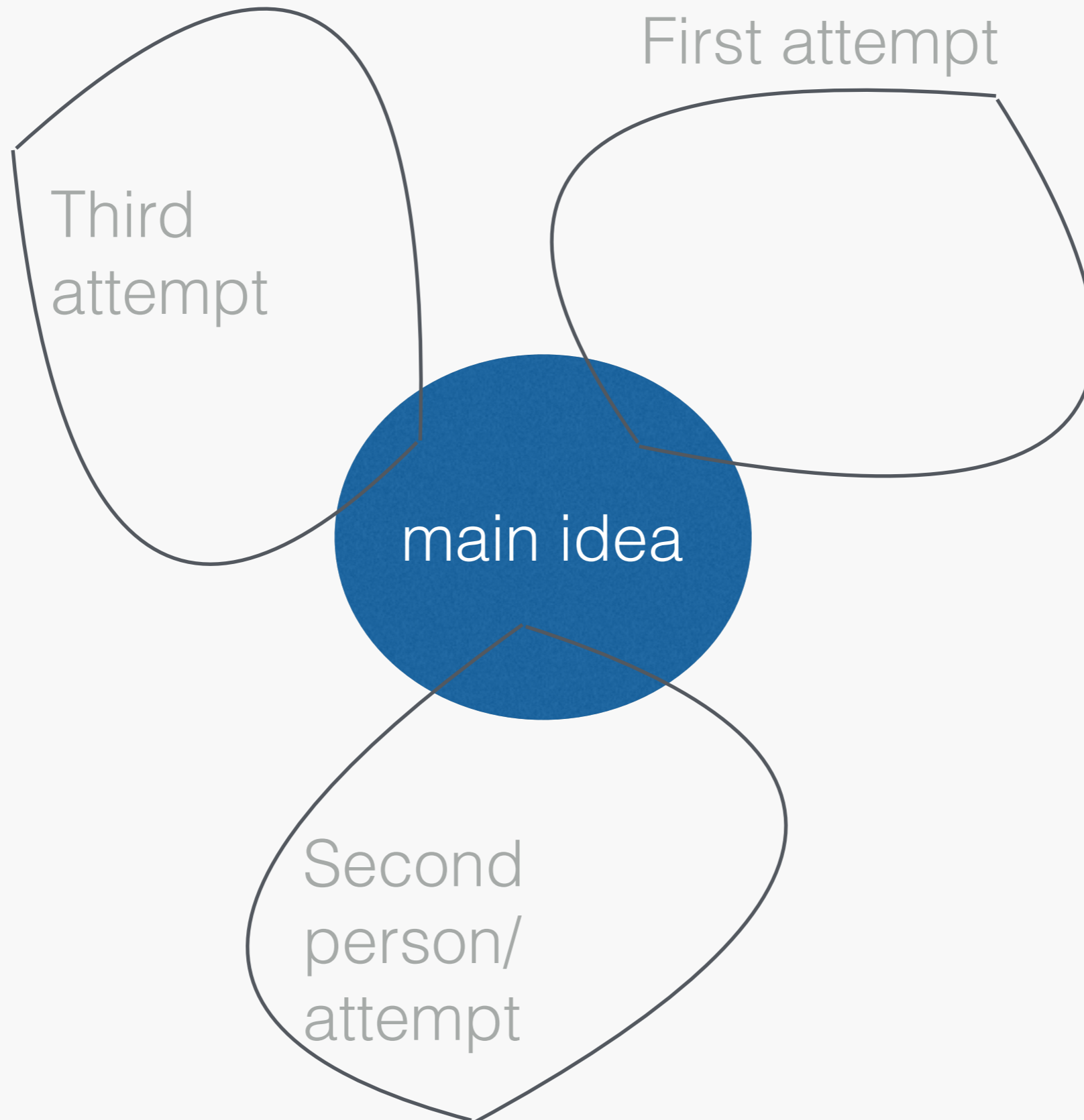
GAP

What is

What is

What is

Petal structure



Even **science talks** can be made more effective with
storytelling: pick a good style.

Emotions matter

Modelling

Emotional modelling is your communication to the audience of what they should be feeling/thinking

Need to know what they are/might be thinking/feeling

What do they care about?

Who are they?

Where are you?

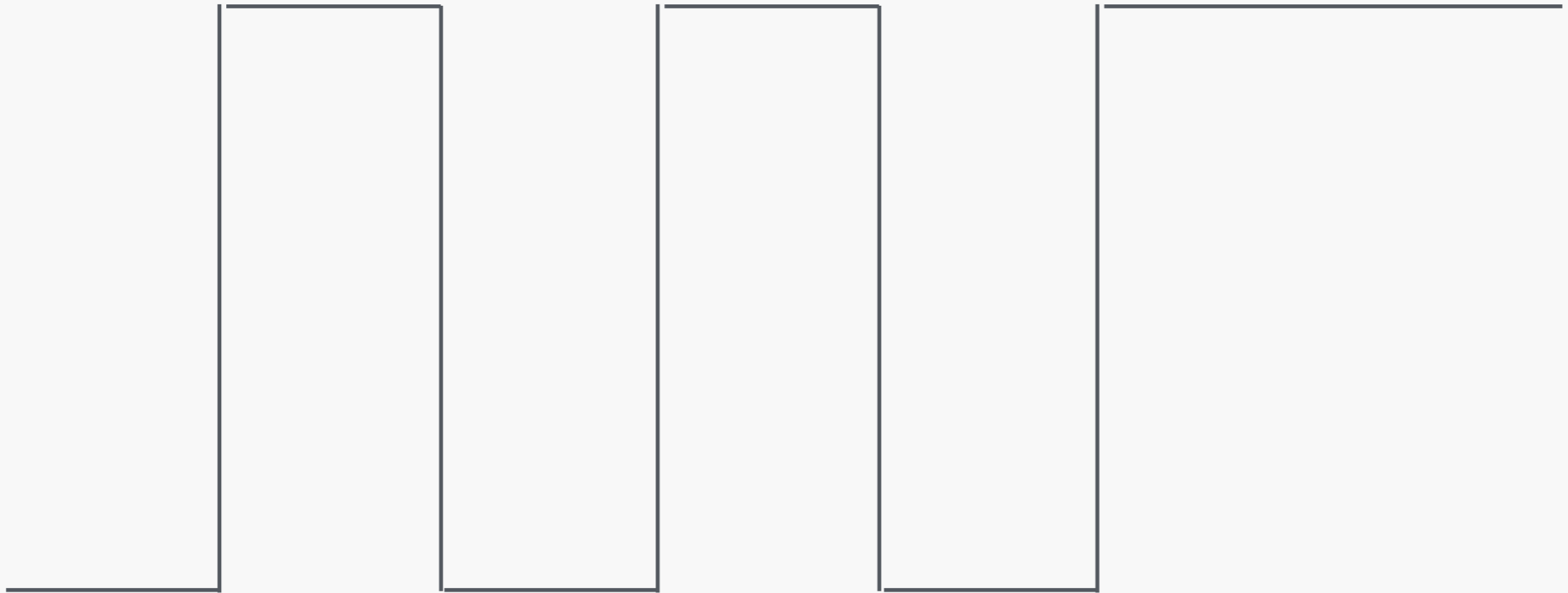
Emotions matter: figuring out what the audience might be feeling, and **modelling for them** brings them on your 'side'

Exercise

What is the point of your talk?

Audience	Point

Sparklines



Summary

Understanding not only the audience of the talk but the **point of the talk** is very important.

Even if you think you don't have a style to your talk, it will end up with one. So rather **pick a good style** and make it work.

Emotional modelling is important: your talk is a journey and your audience the hero.

People will only remember 3 things from your talk: if you want anything in particular to be part of that, tell them what it is (repeatedly)