

# 3 MINUTE SPRINT

## 1 OBJECTIVE

What is the idea you want to rebuild in the mind of your audience? Define what you want them to **THINK, FEEL** and **DO**. Base it on what is important to them versus you. Make it tangible, specific and inspiring.

## 2 HOOK

You need to build a human connection right from the beginning. Earn their attention. Find a simple creative start that ignites interest and engagement. Your hook should be directly related to your content.

## 3 INTRO

Tell them what you are going to tell them. Make it clear and concise. Don't go into too much detail. Aim for 3 content chapters. All linked to your objective. If this takes more than a minute, you're doing it wrong.

## 4 DELIVER THE 3

Deliver the body of your content with persuasive messages supported with evidence and relevance. Connect the content back to the key motivators for your audience. Drop the jargon. Move with purpose.

## 5 SUMMARY AND CLOSE

Tell them what you told them. Link back to your intro, highlight the key content and summarize the implications for the audience. If you have an ask, now is the time to make it. Always end with a Thank You.

## 6 Q&A

Never tell and defend. Listen and respond with an open mind. Repeat the question. Answer with statements supported with evidence. Point - Example - Point. Be disciplined. Never ramble.

# MINDSET

## 1 TRY LESS

When it comes to game time, believe in the process and yourself. Relax. Breathe. Don't try hard. Just be present in the moment and welcome the opportunity.

## 2 BE HUMAN

Don't worry about being perfect. Be yourself and embrace the unique aspects of your personality. And drink water.

## 3 LET GO OF THE OUTCOME

Don't obsess over the end goal of your presentation. Trust that you have built a persuasive and powerful narrative that will get your audience there. Let them pull the knowledge in fueled by interest and curiosity.

## 4 FOCUS ON INDIVIDUALS

Don't deliver your content to everyone. Connect with individuals and give each the gift of a complete thought paired with eye contact.

## 5 IT'S A CONVERSATION

Think about having a coffee with a friend. Be expressive and natural. Be open to all feedback. It's not a one-way dialogue, even if there is limited opportunity for discussion.