The Speaker's Canvas©

A brainstorming tool that helps you structure and visualise your conference talk or presentation on one page.

Audience

Who are you presenting to? What do they care about? What are their biggest challenges?

Are they conservative or innovative? Do they want to know process so far, or what happens next?

Objective

What action do you want the audience to take?

Focus on action, not just a thinking change.

The Big Idea

What change are you addressing or proposing? What's the central topic of your talk? What is the value you are bringing to the audience in this talk? We recommend to tell this within the first 30 seconds, so the audience knows why they should listen.

Problem to be solved

What's the issue you are dealing with?

How does this problem affect real people? **Storytelling**.

Can you quantify the problem? e.g. How many people are affected, how many tons of CO2 are caused, how much time or money is wasted in traffic?

Are there macro trends that suggest urgency – we need to solve this now?

Why I care

What's your personal experience of this issue? **Storytelling**.

Why do you care and where does your personal enthusiasm for the subject come from?

Speaker credibility

Why are you qualified to talk about this?

What specific experience do you have - years in the industry, related achievements?

Possible solutions

How could this problem be addressed?

What examples are working? What's wrong with current solutions? What can we learn from them? **Storytelling**.

What we're doing

How are you/ your team addressing this problem? Or, how is your company addressing it?

Note: this is not sales! Keep the explanation descriptive and specific – don't sell.

Avoid competitive comparison – focus on the value you as a person, team or company bring.

Visualise the change in slides, with images to support the story.

Objections to deal with

Is there a common misconception, opinion or prejudice about the subject among the audience that needs to be addressed?

Can you take their doubts away, with facts, a story, or other compelling arguments?

Next steps

What change would make a difference to this problem?

What else can be done, and who by?

What steps will you/your company take to address the problem?

Call to action

What do you want people to do as a result of your talk?

Go to a website? Talk to you afterwards? Tell their colleagues?

Make sure the action is concrete – not just thinking, but also doing!

Personal Wrap Up

What will it mean to you if we can solve this problem? Close the circle – connect back to why you care.

tomtom

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