Public Speaking and Presentation Coach
TEDx Speech Coach
Creator of The Speaker Canvas©

David Beckett

best3minutes.com

Best 3 Minutes

31 Countries

TRAINED 36,000+ PEOPLE

tomtom

Heineken

Rabobank

Booking.com

Vodafone Mobiles for Good

PHILIPS

IKEA

Unilever

pwc

Hewlett Packard Enterprise

MARS

TEDx


Coached 30+ TEDx Speakers
CERN, AMSTERDAM, MUNICH
15%
FEEL
FEEL
FEEL
FEEL
FEEL
TEDx Amsterdam
WHAT WE FEEL
WHAT WE SEE
WHAT WE BELIEVE



Corinne Vigreux, Co-Founder, ***TomTom***


GREAT IDEAS
NEED A VOICE



This is a **DO** workshop

not just a think session

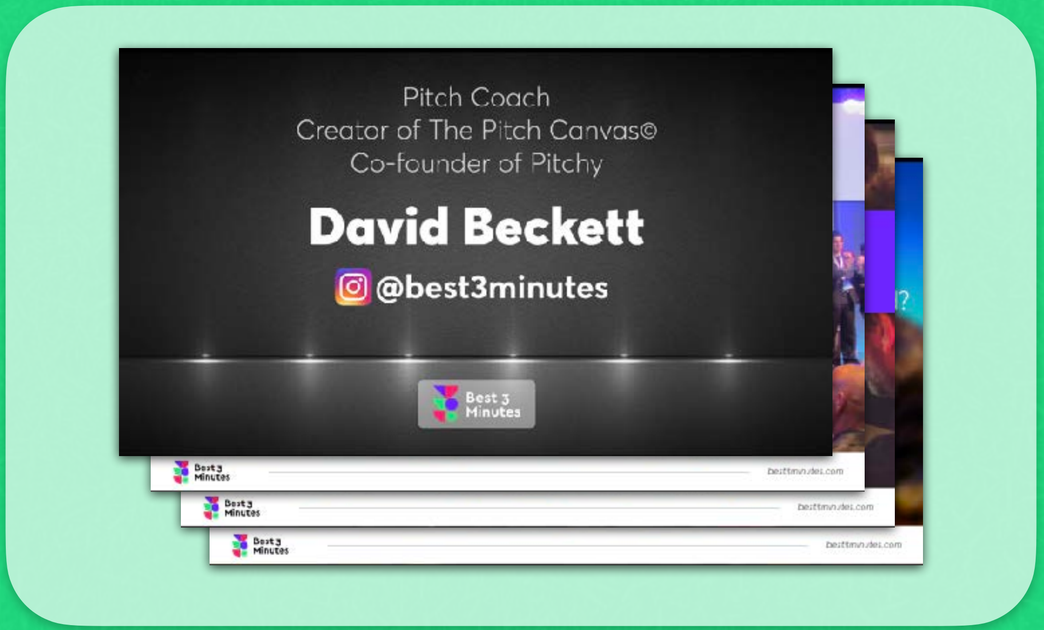


ACTION STEP

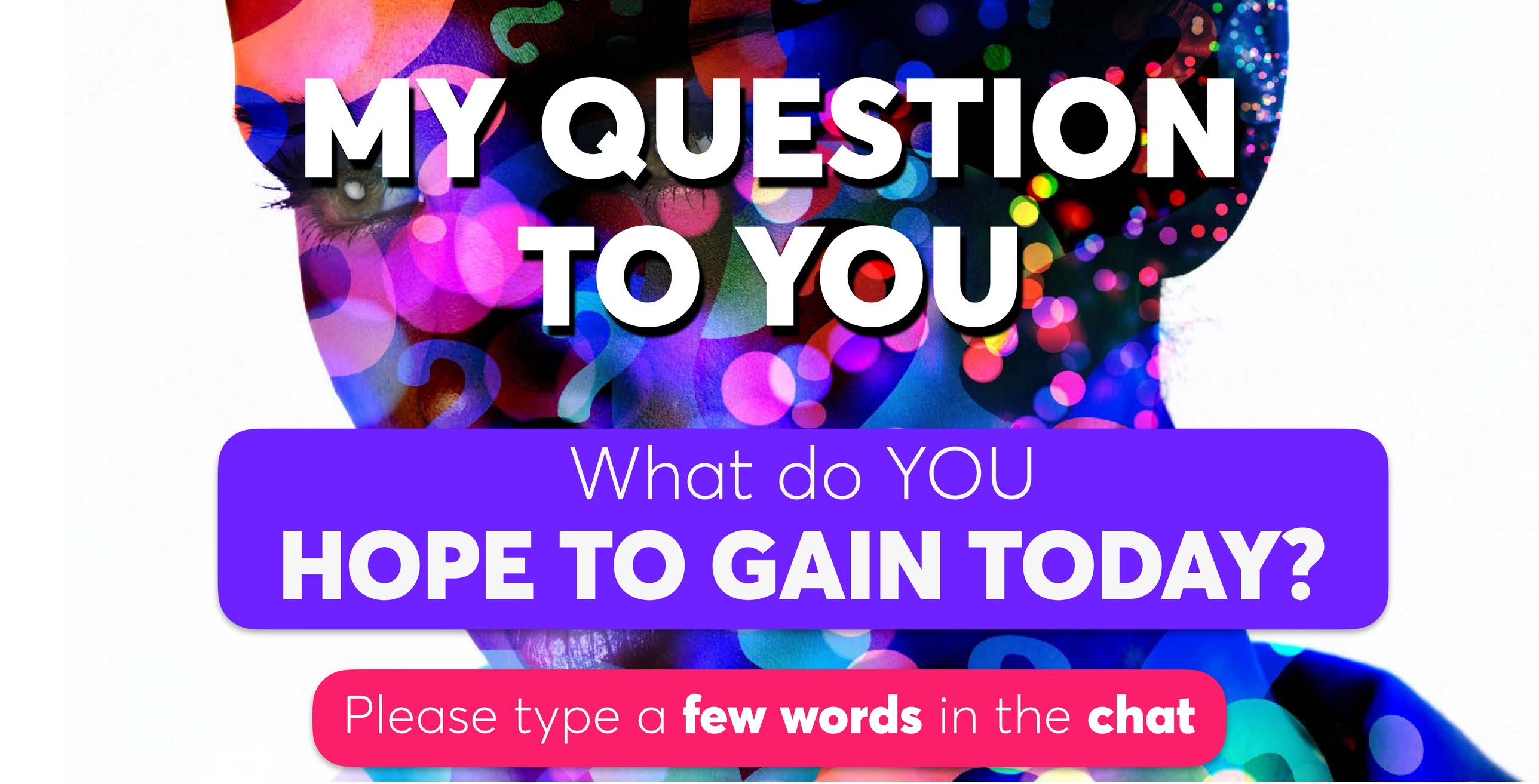
this means
I'm going to ask you
to do something!

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!


MY QUESTION TO YOU
What do YOU
HOPE TO GAIN TODAY?
Please type a few words in the chat


TOOLS



The different kinds of
SPEAKING OPPORTUNITIES

1. Keynote Talk
2. Product Demo
3. Fireside Chat
4. Panel Discussion


STEWART BUTTERFIELD
SLACK
JONATHAN KRIM
WALL STREET JOURNAL,
MODERATOR
Fireside Chat



Panel Discussion

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
Title or Topic of the talk
you will make,

the **Type** of talk,
(keynote, panel etc)

and one sentence on **who** you
will present it to



ACTION STEP

5

Write down the
Title or Topic of the talk
you will make,

the **Type** of talk,
(keynote, panel etc)

and one sentence on **who** you
will present it to



The different kinds of
SPEAKING OPPORTUNITIES

1. Keynote Talk
2. Product Demo
3. Fireside Chat
4. Panel Discussion

Type in the chat which number your talk is


Anyone want to share:
WHAT'S YOUR TALK?


STEWART BUTTERFIELD
SLACK
JONATHAN KRIM
WALL STREET JOURNAL,
MODERATOR

PREPARE FOR THE PANEL



Pre-call with the Moderator

ESSENTIAL:
Meet the moderator
in person on the day

Have **3 key messages** you definitely want to deliver

Have 2-3 **back up** messages

Don't put too much **pressure** on yourself!


TOOLS

OPEN-3-CLOSE©

Speaker Model

The Open-3-Close© Speaker's Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

STORYLINE
with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Speaker's Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



ACTION STEP

Write down in 2 minutes who the **audience** is for your presentation

---

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



ACTION STEP

Write down in 2 minutes who the **audience** is for your presentation

---

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**

The Open-3-Close© Speaker's Model







WHAT'S YOUR OBJECTIVE?

What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

"What could they **do** at **09:30** on a Monday morning?"



WHAT'S YOUR OBJECTIVE?

Visit your **booth?**

Go to a **webpage?**

Speak to you after your talk?

Connect on LinkedIn?

Sign up for something free?



David Beckett

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/tomtomspeaker



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the presentation

Focus on **Action** - not just thinking differently



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the presentation

Focus on **Action** - not just thinking differently


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Speaker's Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



STORYLINE
with Post-It Notes

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

How long will YOU spend preparing presentations?

38 MONTHS 🤬





...of your working life

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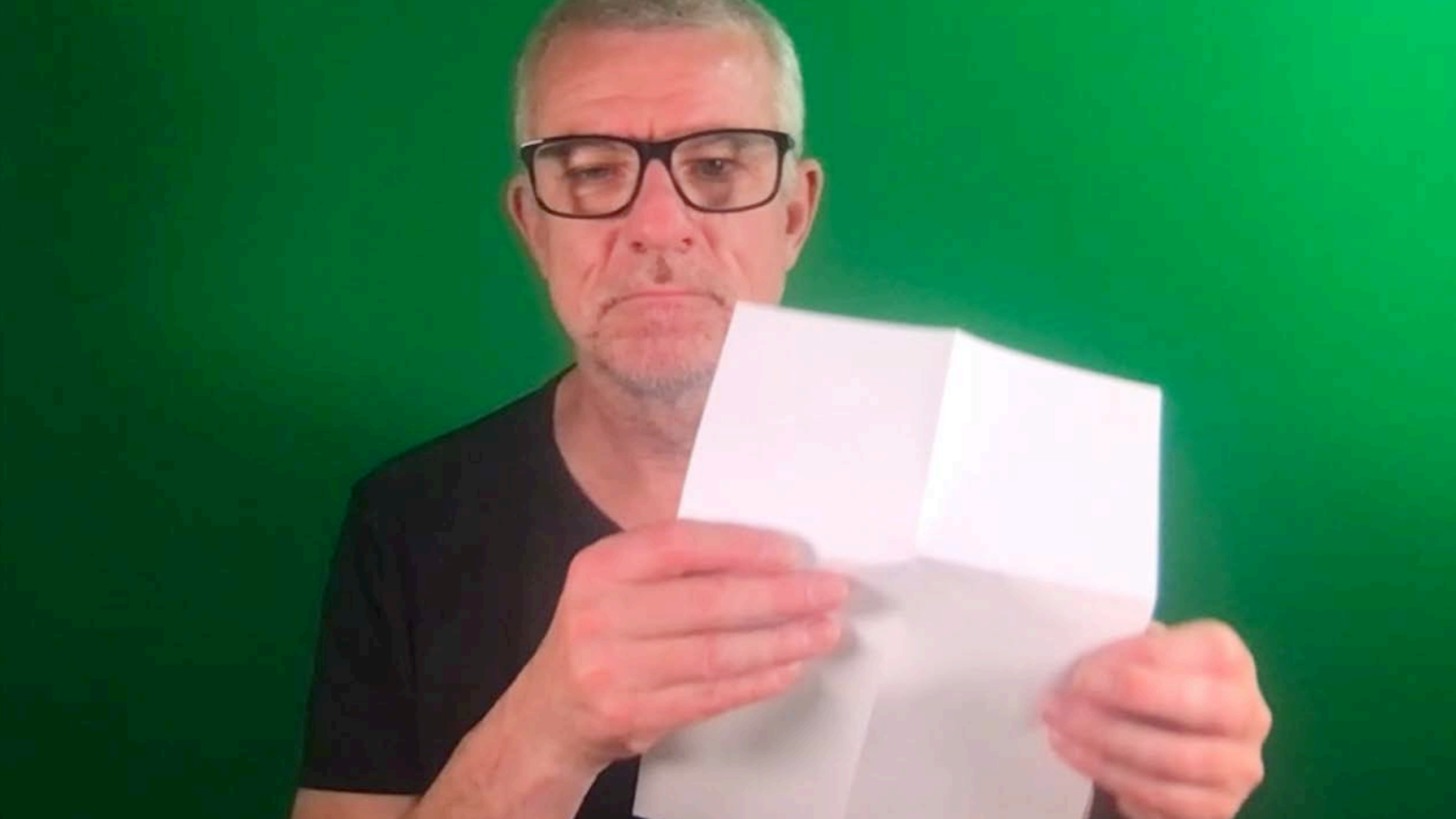
STOP!


Don't Open
POWERPOINT
Until you know what you
are going to say...



Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline



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Weekly
100% responders
5$ each
84% conversation rate
costs : $42,000
= 7,843 / buyer
89%
Upcoming Campaign
Rev
Profit
cost
Audience size 10000
Response Rate → 10%
(expect, how?)
Conversion Rate → 53%
average buyer purchase → $14,000
Mon
Tue
Sun

How do you create

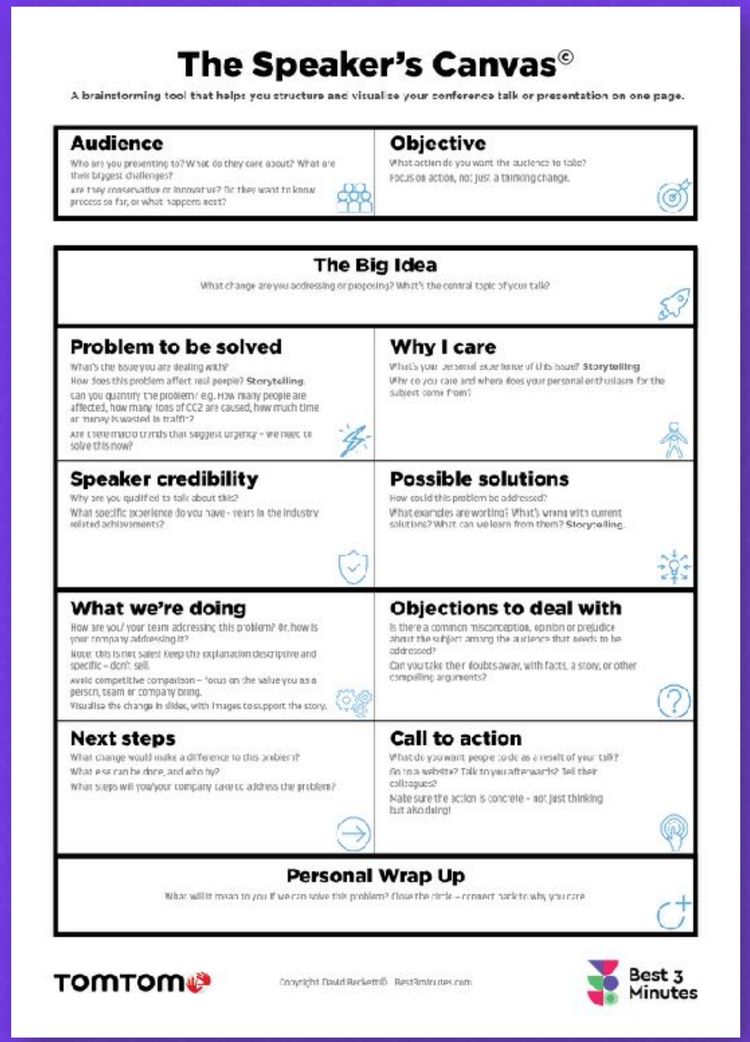
YOUR STORYLINE?

Process

HOW?

Content

WHAT?



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?

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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Best 3 Minutes

THE SPEAKER'S CANVAS©

Copies Available Digitally

best3minutes.com/tomtomspeaker



THE BIG IDEA

In **2-3 sentences,** what is the presentation all about?

What is the central topic of **change**?



ACTION STEP

Write down in 2 minutes: what's the **Big Idea** behind your talk?

What is the central topic of **change**?

What **value** do you promise for the audience?

Which **trends** are you addressing?

What's **new** for the audience?



ACTION STEP

Write down in 2 minutes: what's the **Big Idea** behind your talk?

What is the central topic of **change**?

What **value** do you promise for the audience?

Which **trends** are you addressing?

What's **new** for the audience?


Anyone want to share:
WHAT'S THE BIG IDEA?



PAIN

What is the **problem** you are addressing?

The **Why** of the proposition/ product/topic



PAIN

What's the
Human Result
of the problem
you're solving?



Lost time?

More cost?

Frustration?

Environmental impact?

Traffic/congestion/safety?

Can you **quantify** the result of the problem?

Be specific
PUT A NUMBER ON IT



"It wastes a lot of hours"

"They often take a wrong turn and arrive late"



"They waste over 20 hours per month"

"They make a wrong turn **2 out of 5 times**, arriving late "



WHY I CARE

What's your personal **experience** of this problem/issue?

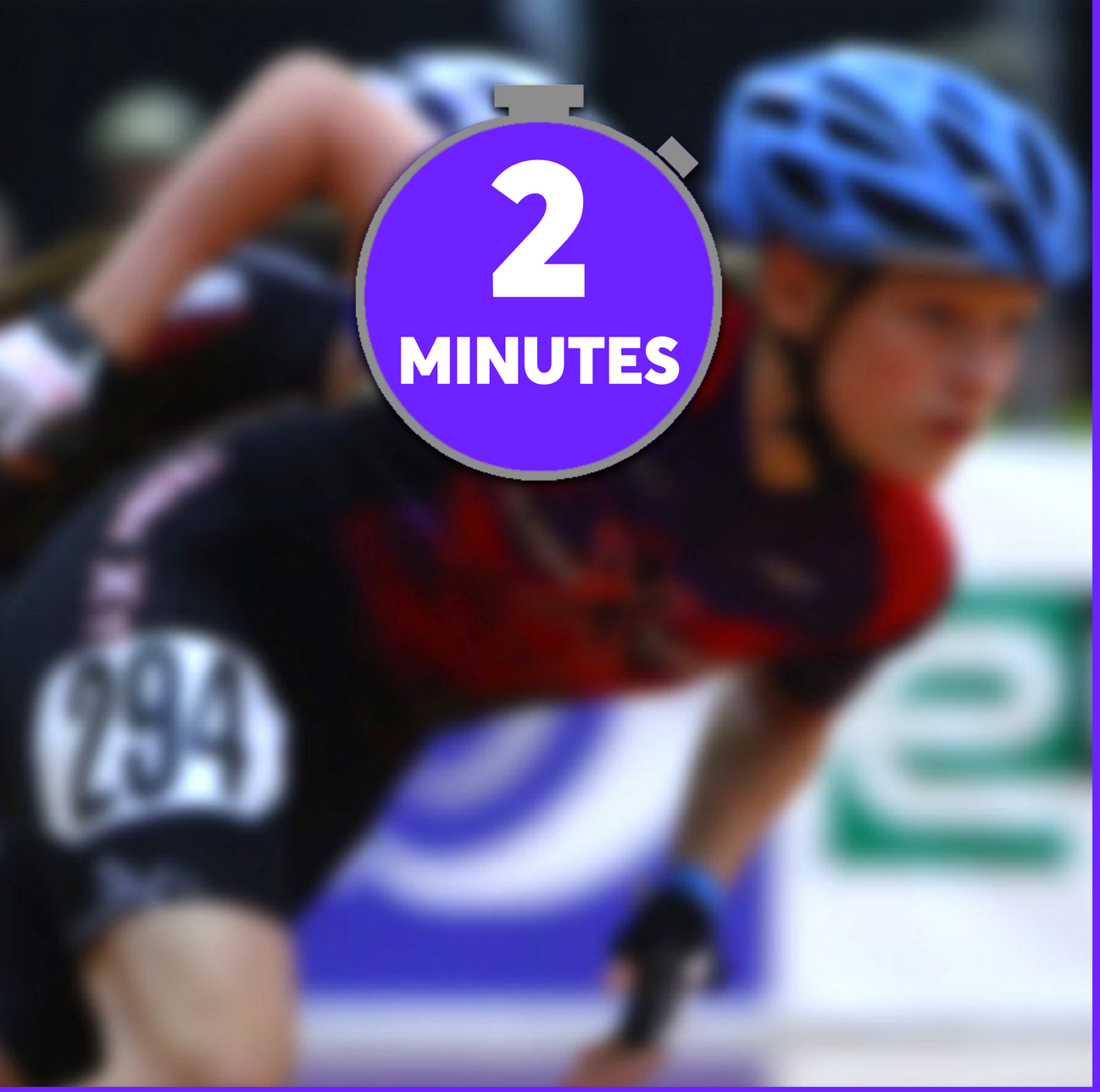
Why do you **personally** want to solve this issue?



SPEAKER CREDIBILITY

Why are you **qualified** to speak about this topic?

(This can be very short!)



ACTION STEP

Brainstorm content for;

Why I care,
Speaker Credibility

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write

best3minutes.com/tomtomspeaker



ACTION STEP

Brainstorm content for;

Why I care,
Speaker Credibility

Quickly write down
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not full sentences

Don't think too much:
just write

best3minutes.com/tomtomspeaker


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!



POSSIBLE SOLUTIONS

What solutions exist **now**?

What **doesn't work?**

What **trends** influence solutions?



WHAT WE'RE DOING

How are you/your team/ your company **addressing** the problem?

Success stories?

NOTE: **describe**, don't sell!



OBJECTIONS

Any common **misconceptions** or barriers to deal with?

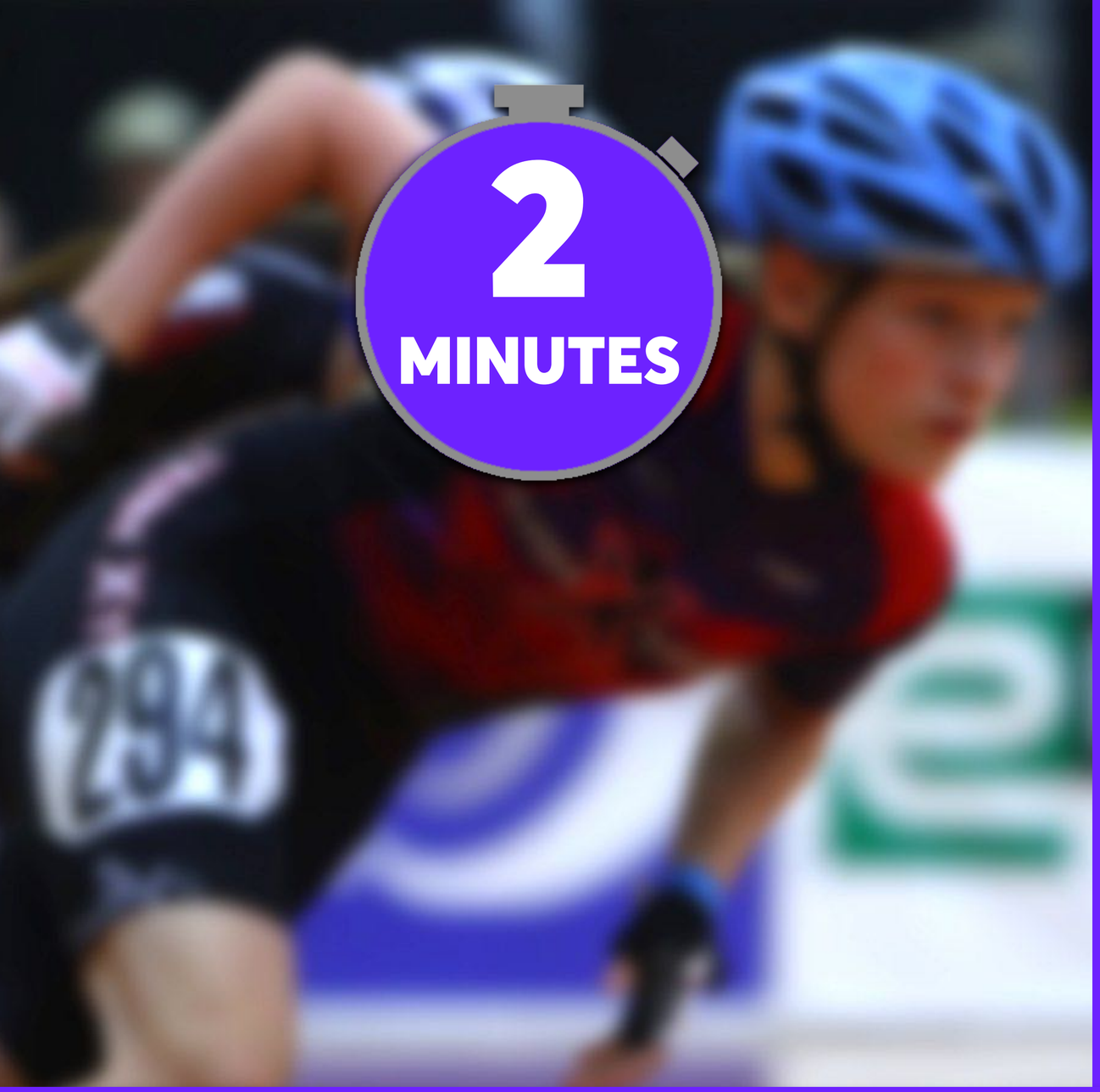
eg - *'TomTom? I thought you were a satnav company - and dead!'*



NEXT STEPS & CALL TO ACTION

What should **happen** next?

What do you want the audience to **do**?



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Objections,
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best3minutes.com/tomtomspeaker



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Quickly write down
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Don't think too much:
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best3minutes.com/tomtomspeaker


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

The Open-3-Close© Speaker's Model

Who is your
AUDIENCE

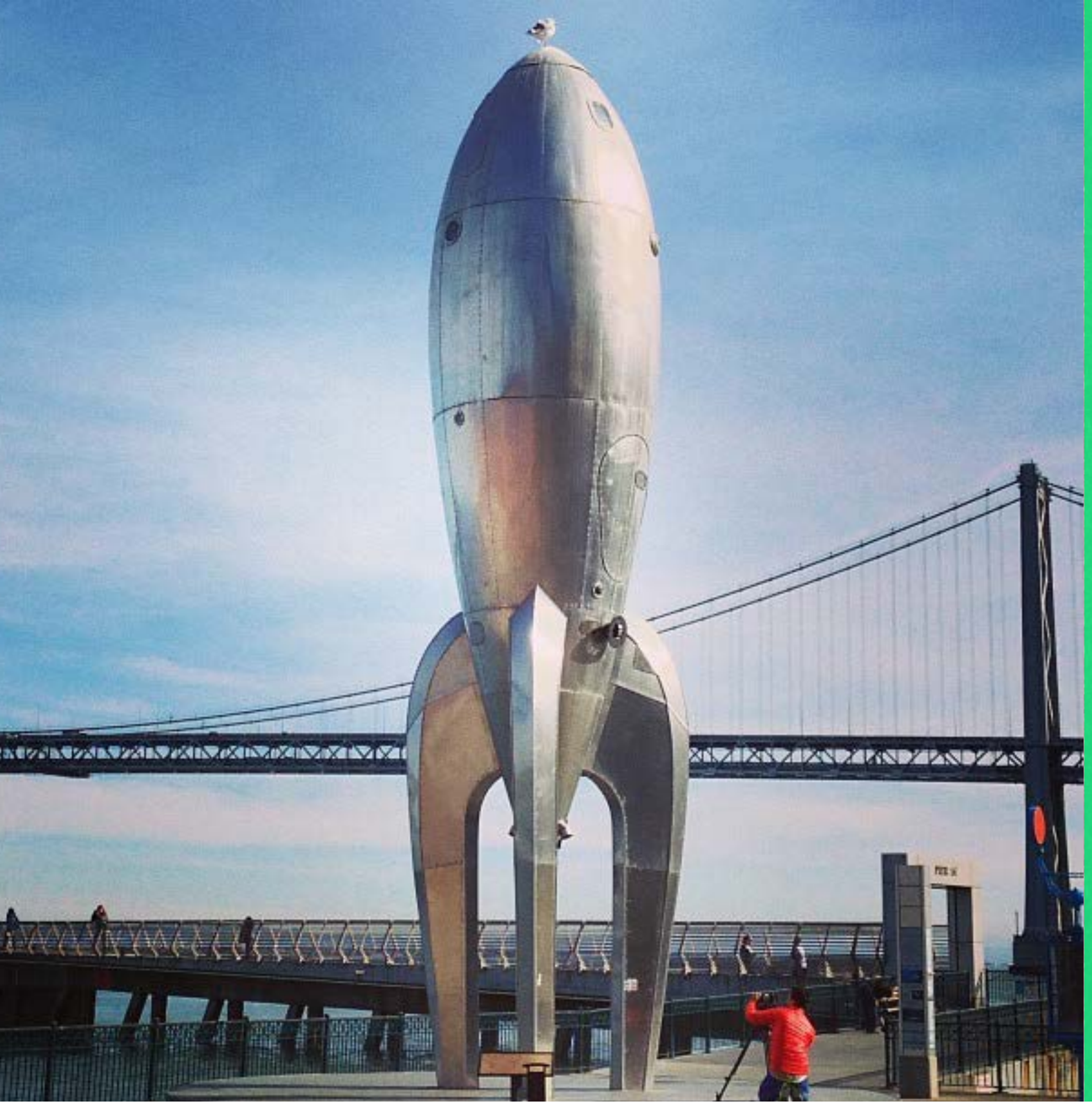
Establish your
OBJECTIVE

STORYLINE
with Post-It Notes

Opening




Make the first word count
OPEN POWERFULLY



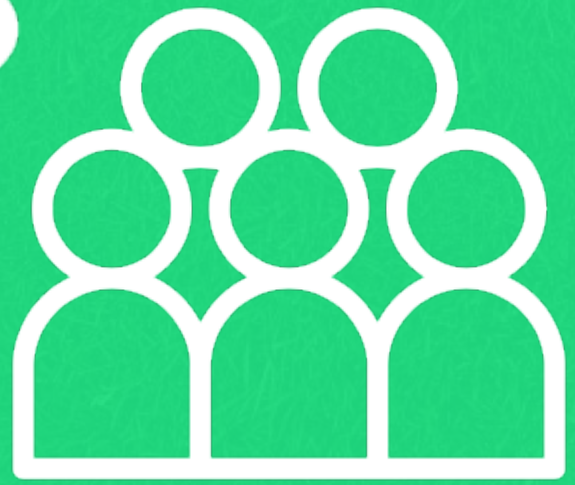
The first 20 seconds buys

ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*

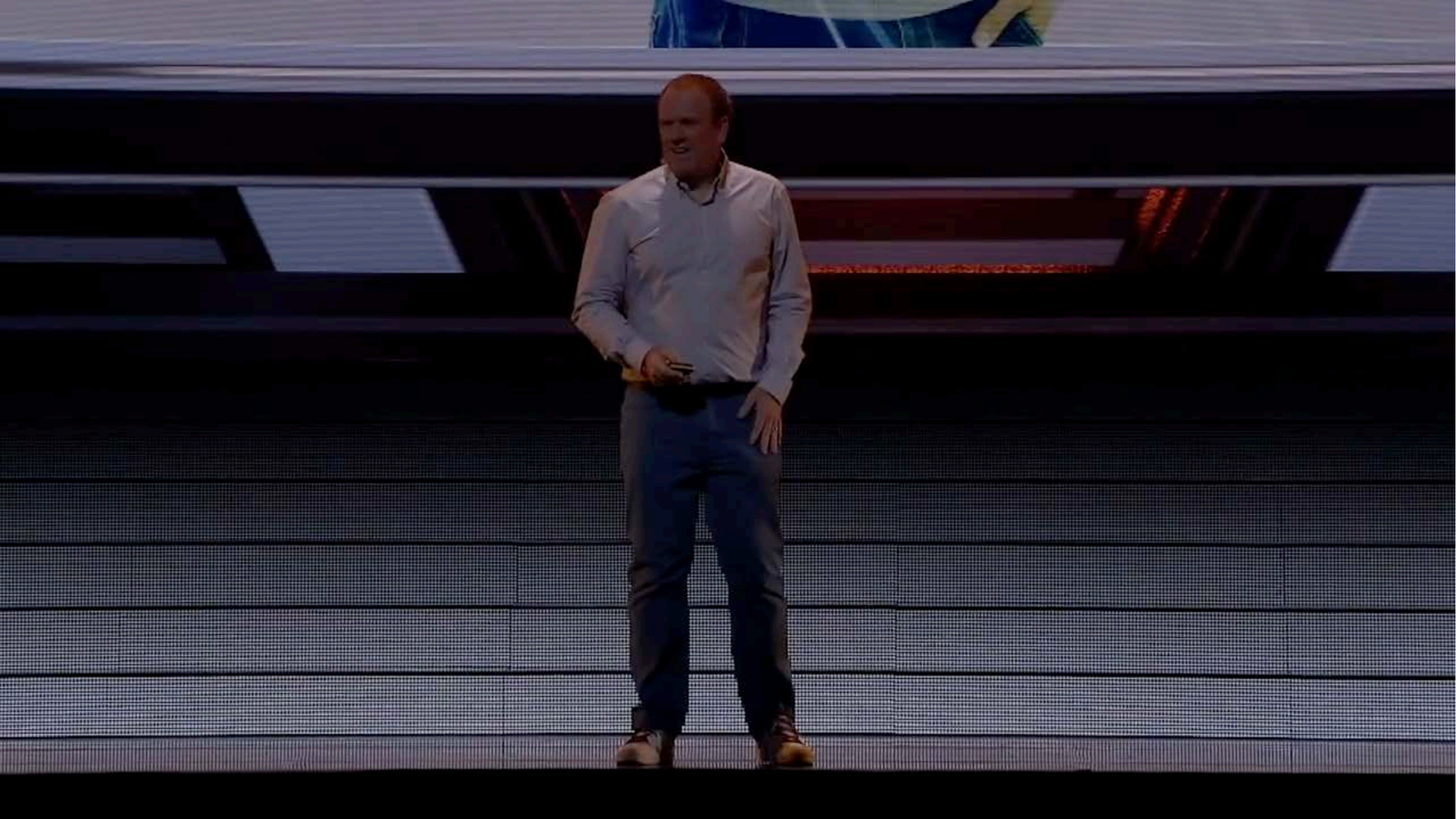


Show your

ENTHUSIASM



PITCH TO WIN





A professionally planned opening from
The Great Bubble Barrier

Simply

BE PROFESSIONAL

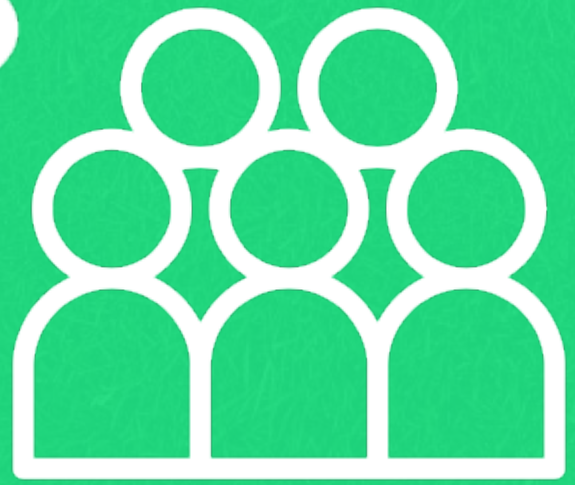
SADDL



Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences

5



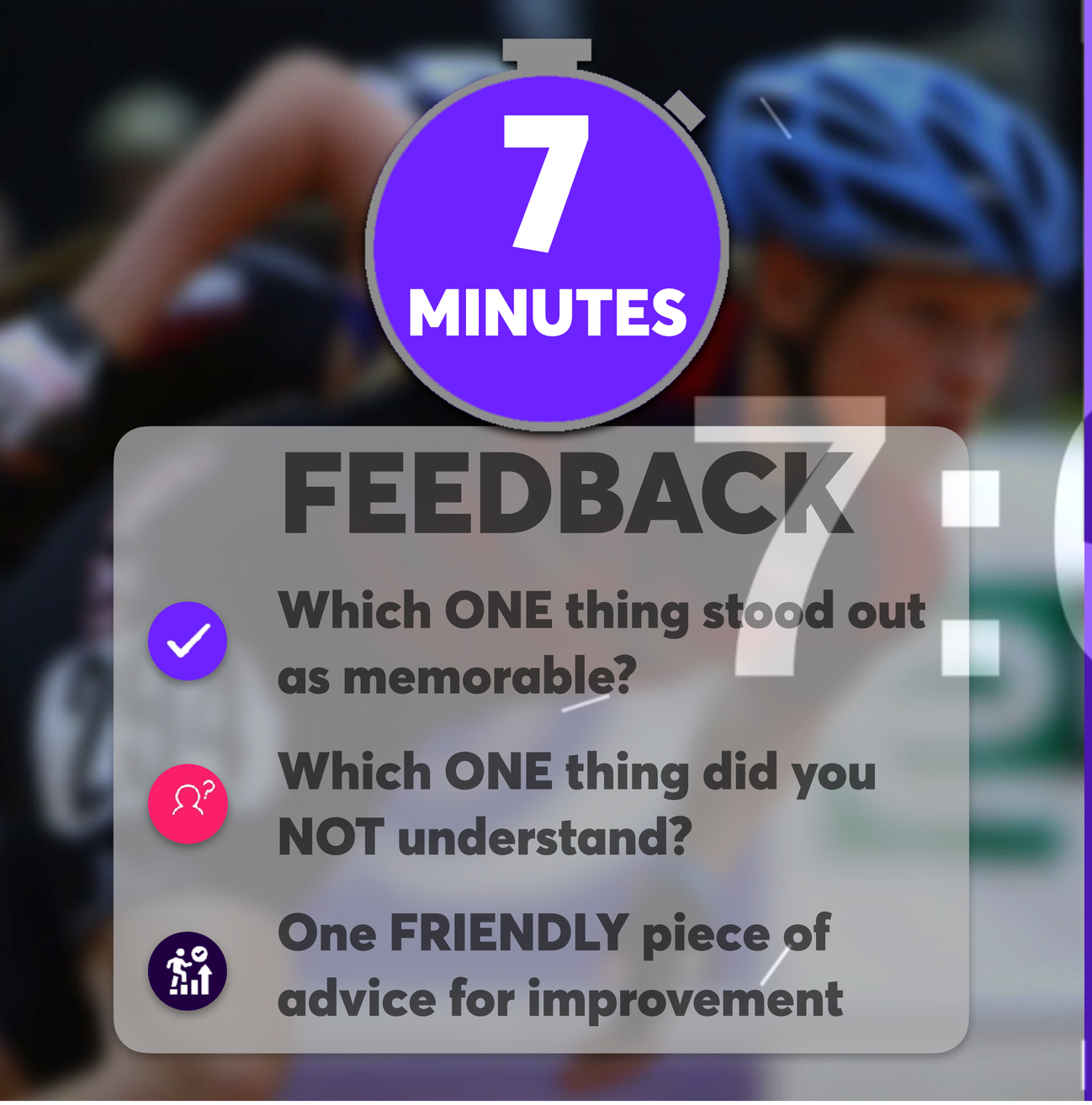
FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each



7 MINUTES

FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement

The Open-3-Close© Speaker's Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

The Power of THREE



Making your story

FOCUSED & MEMORABLE

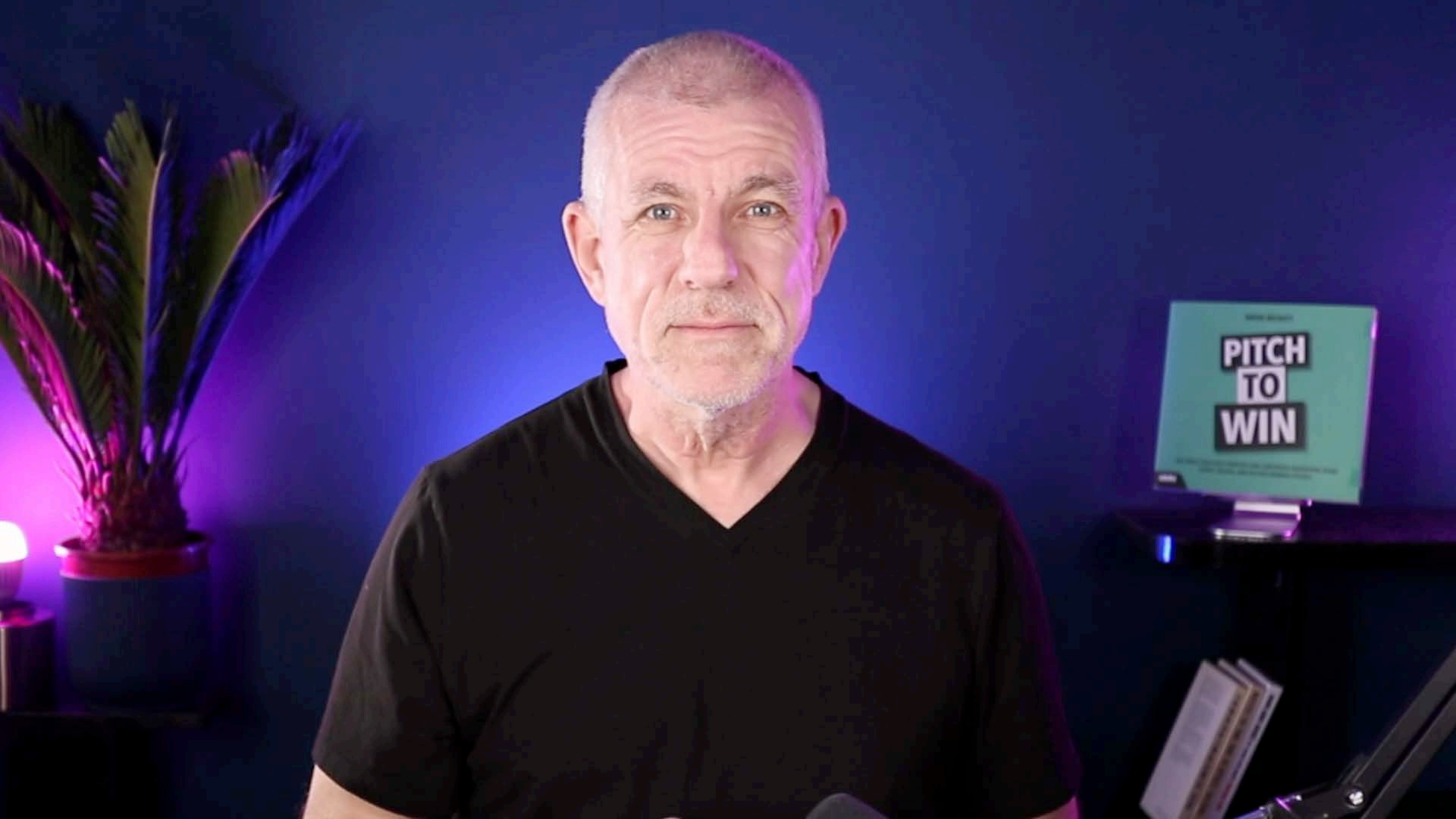
What happens if I say…

“Hi, I’VE GOT 11 THINGS I WANT TO TELL YOU…”




"There are many things I could tell you,
BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER"


So why
THREE?


PITCH
TO
WIN

BEGINNING, MIDDLE, END



How do you apply
THE POWER OF THREE?



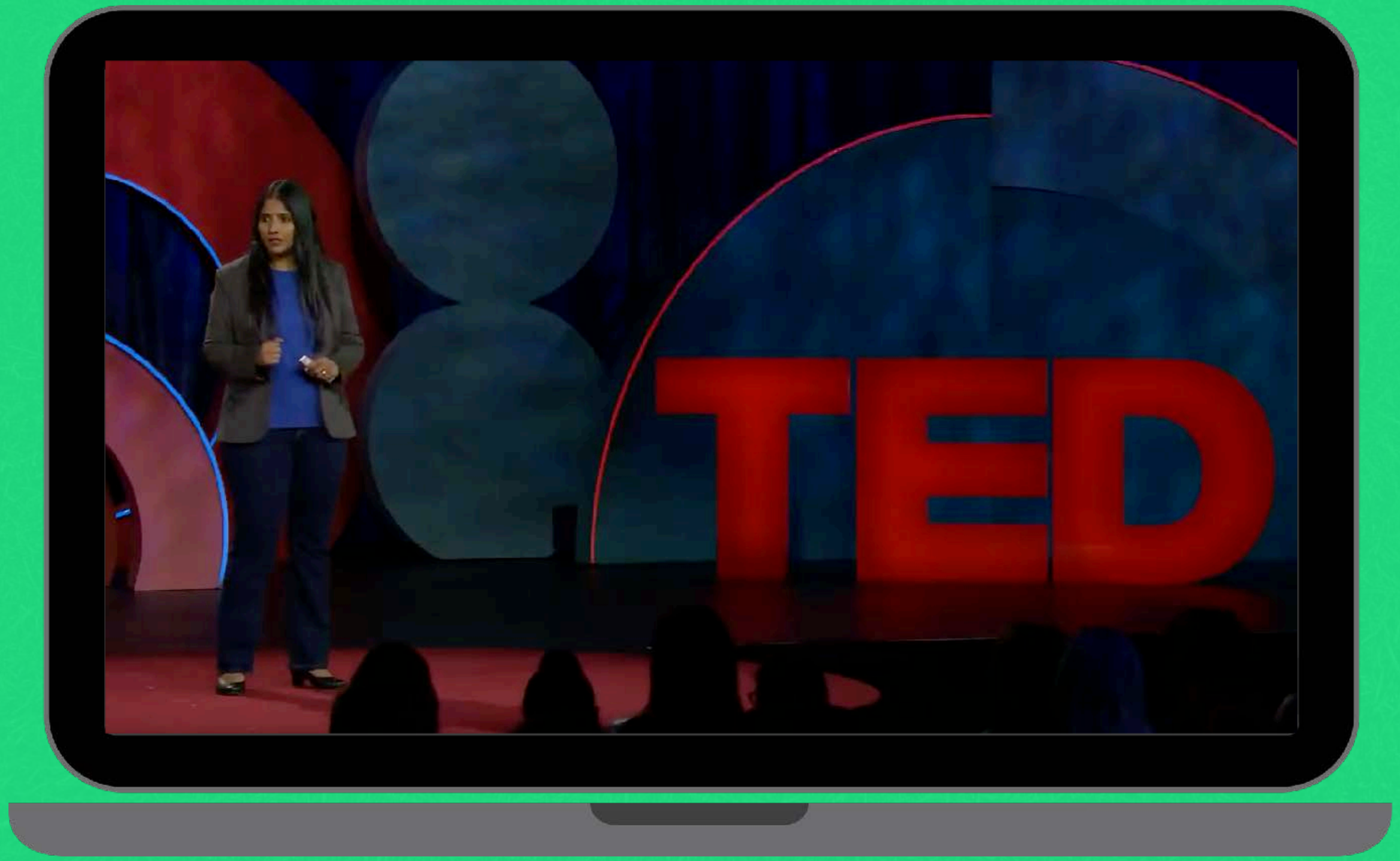
Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri



A Beginner's Guide to Quantum Computing - Shohini Ghose



ACTION STEP

Imagine:

They will only remember
3 things of this part of the story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition;
1-2 sentences per item.

The Open-3-Close© Speaker's Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





Finish your talk

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 SECONDS

What you've seen is...

(a 3-point, 1-sentence summary)

What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!


KEEP
CALM
AND
PITCH

The Open-3-Close© Speaker's Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

STORYLINE
with Post-It Notes

Opening



THE POWER OF THREE

Closing



Presentation tools and

RESOURCES







best3minutes.com/tomtomspeaker

All the workshop

SLIDES



best3minutes.com/tomtomspeaker

Best 3 Minutes

5

STEPS TO PREPARING YOUR WINNING TALK



Here's a quick high-level reminder of the main steps you need to take to make a great talk.

Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at;
bit.ly/SpeakerWorkshopTomTom

W best3minutes.com E david.becker@best3minutes.com
Tw @PhysProf in linkedin.com/in/davidbeckerpresentationcoach
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Best 3 Minutes

5

PUBLIC SPEAKING MISTAKES TO AVOID



Here's a quick checklist of mistakes that are regularly made during talks and speeches. These are the errors to avoid: be sure they don't happen to you!

Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

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5

WAYS TO MANAGE PUBLIC SPEAKING NERVES



Here's a quick overview of some of the most powerful tools to overcome something that most people experience - getting nervous before a presentation.

Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident talks every time.

Don't miss out on all the tools available online at;
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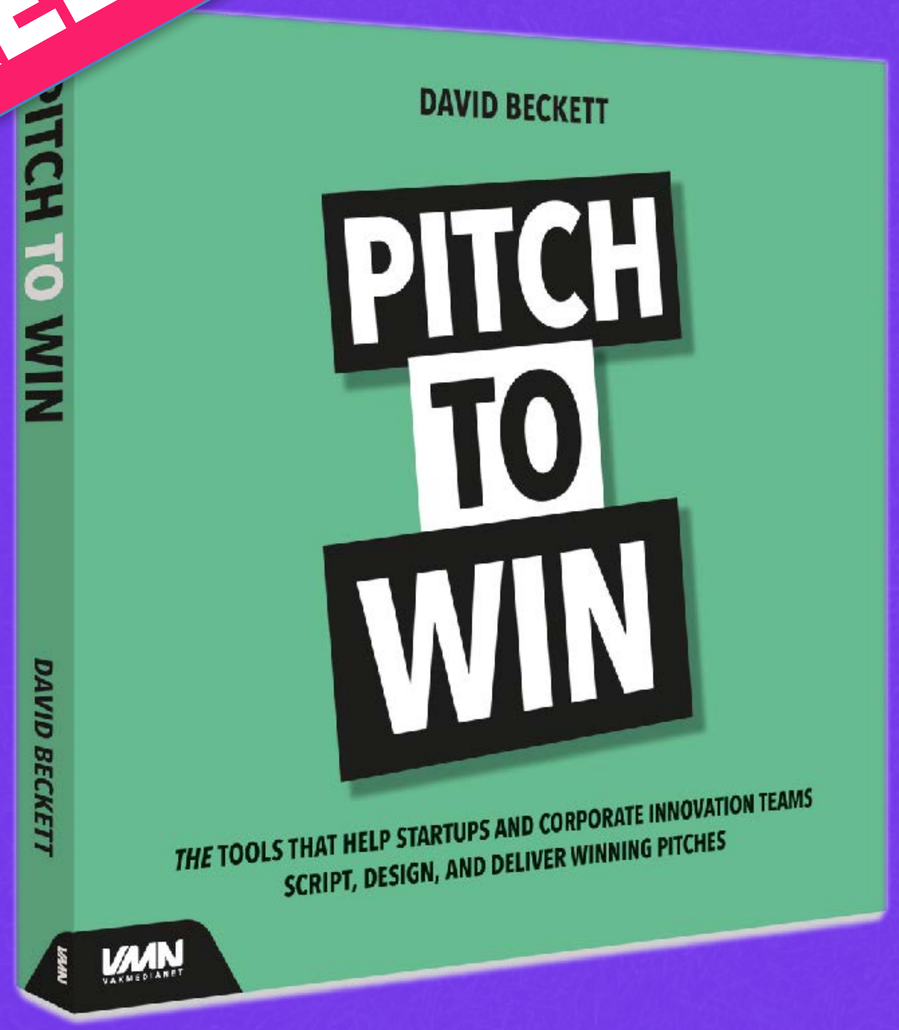
FREE



FREE AUDIOBOOK

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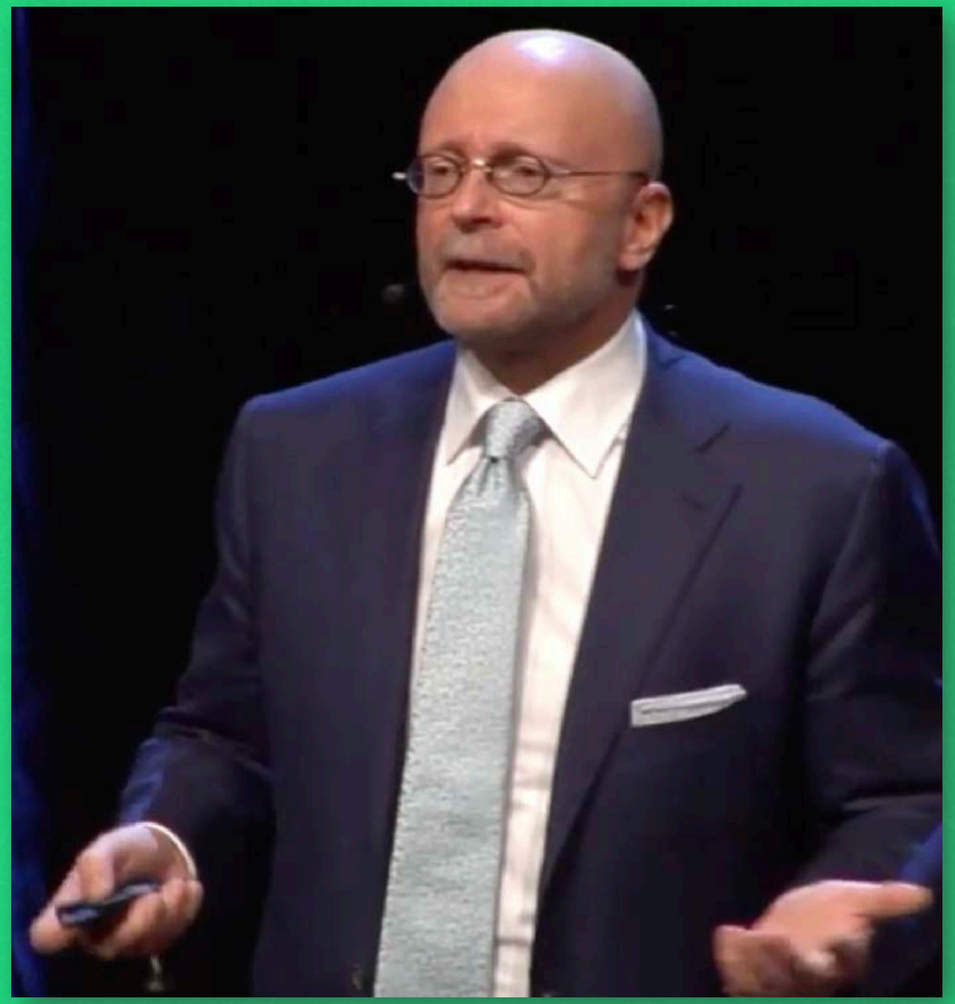
Let's talk about

CLOTHING CHOICES



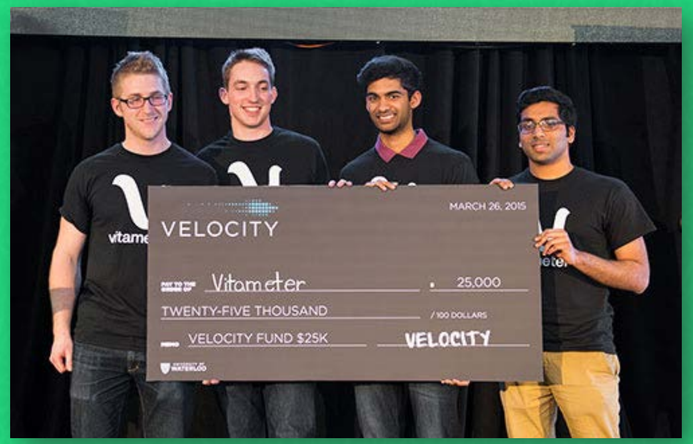
10 YEARS LATER






A PRIZE PACKAGE WORTH:
€ 68,000
EU-Startups
SUMMIT
CLOUD
Teamleader
SPAC
sentiOne
99desi




VELOCITY
MARCH 26, 2015
Vitameter
25,000
TWENTY-FIVE THOUSAND
/ 100 DOLLARS
VELOCITY FUND $25K
VELOCITY

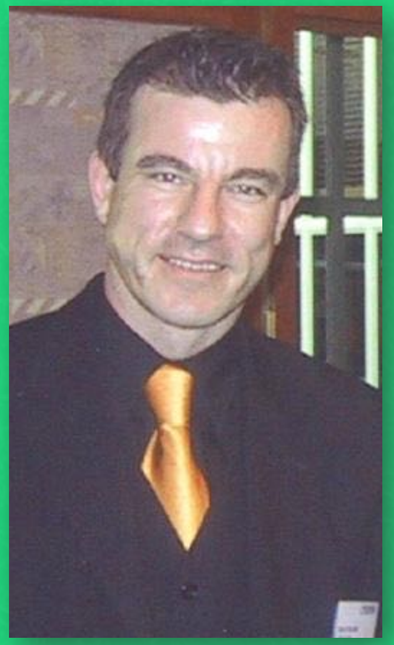












PUBLIC SPEAKING CLOTHES CHECKLIST

Think about the **audience**

Bright Reds, Yellows, Greens - **No Go**

Blue, Black, Darker Green - **Safe**

No dangly **earrings** (microphone)

Consider a standard **uniform** for you

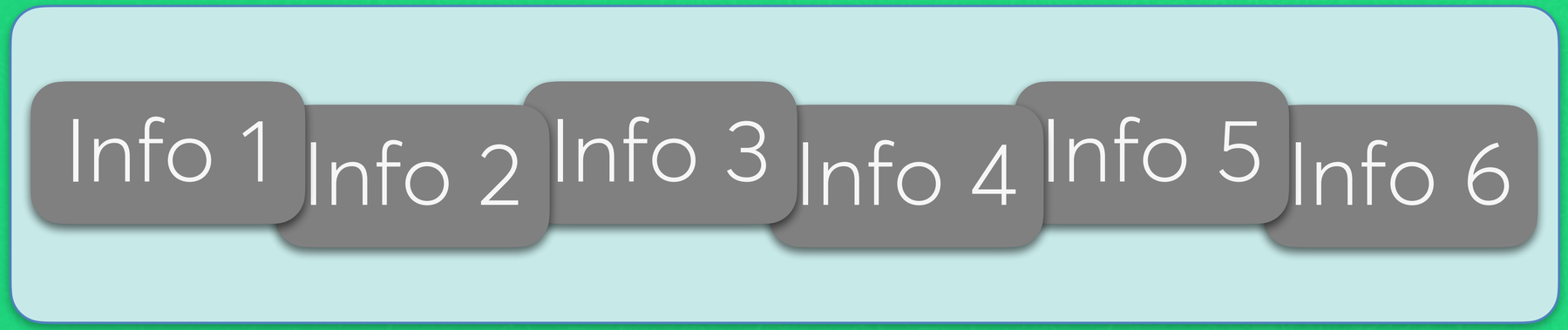
Most of all: **Feel Comfortable**



The **No.1** Reason why **PEOPLE GET CONFUSED?**


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



AIR in-between each **separate** piece of information



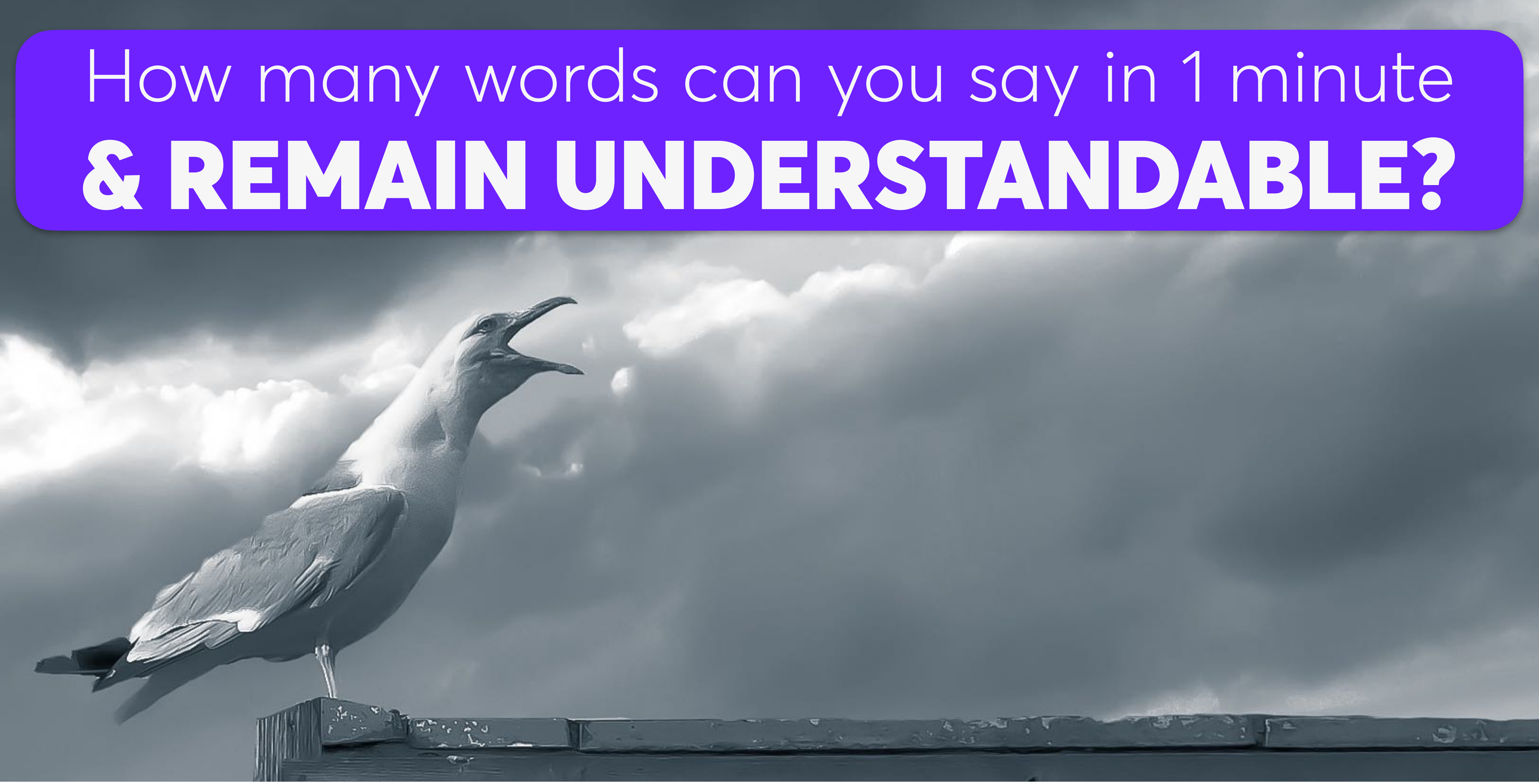


The **No.2** Reason why
PEOPLE GET CONFUSED?

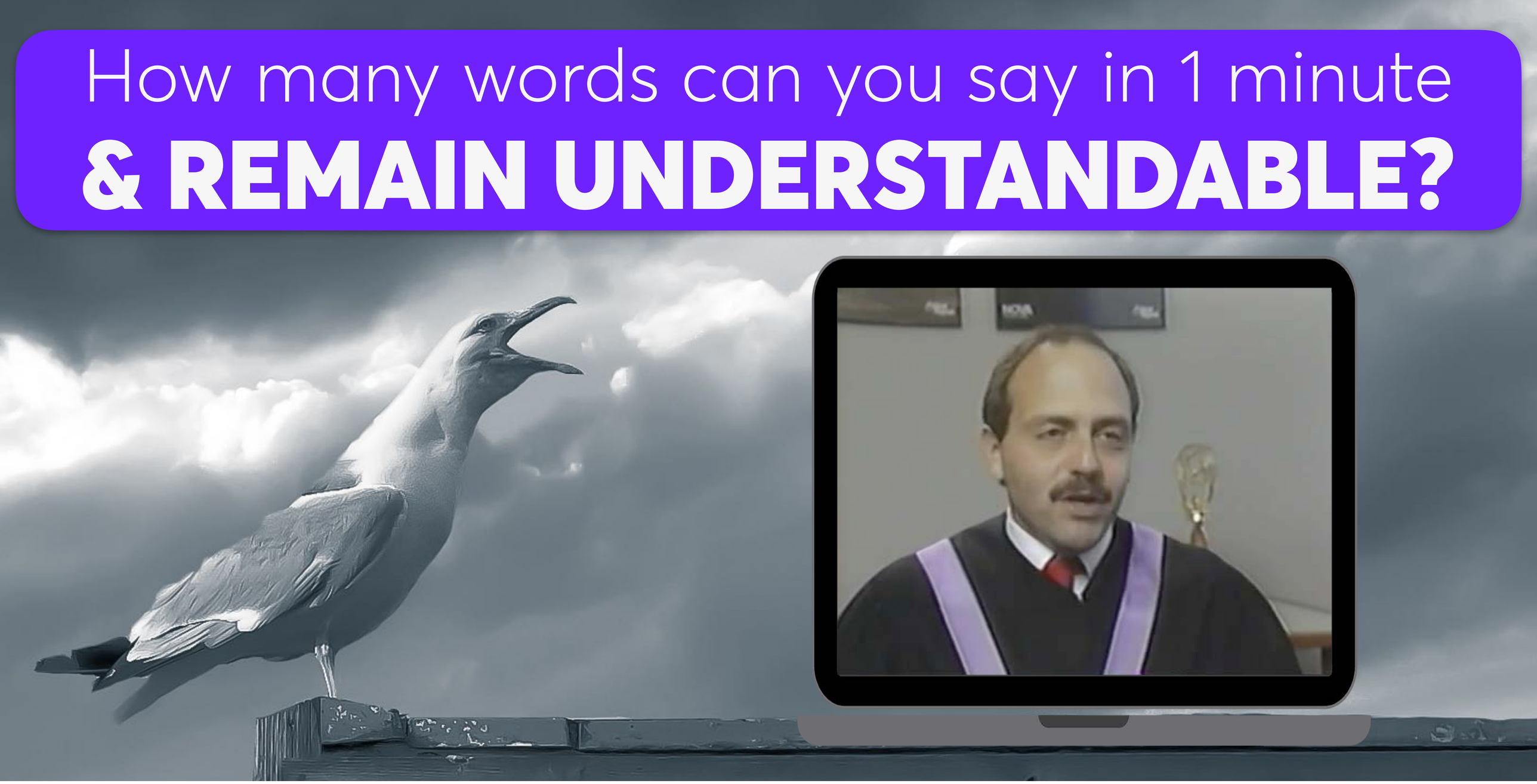


Let's talk about **SPEED**

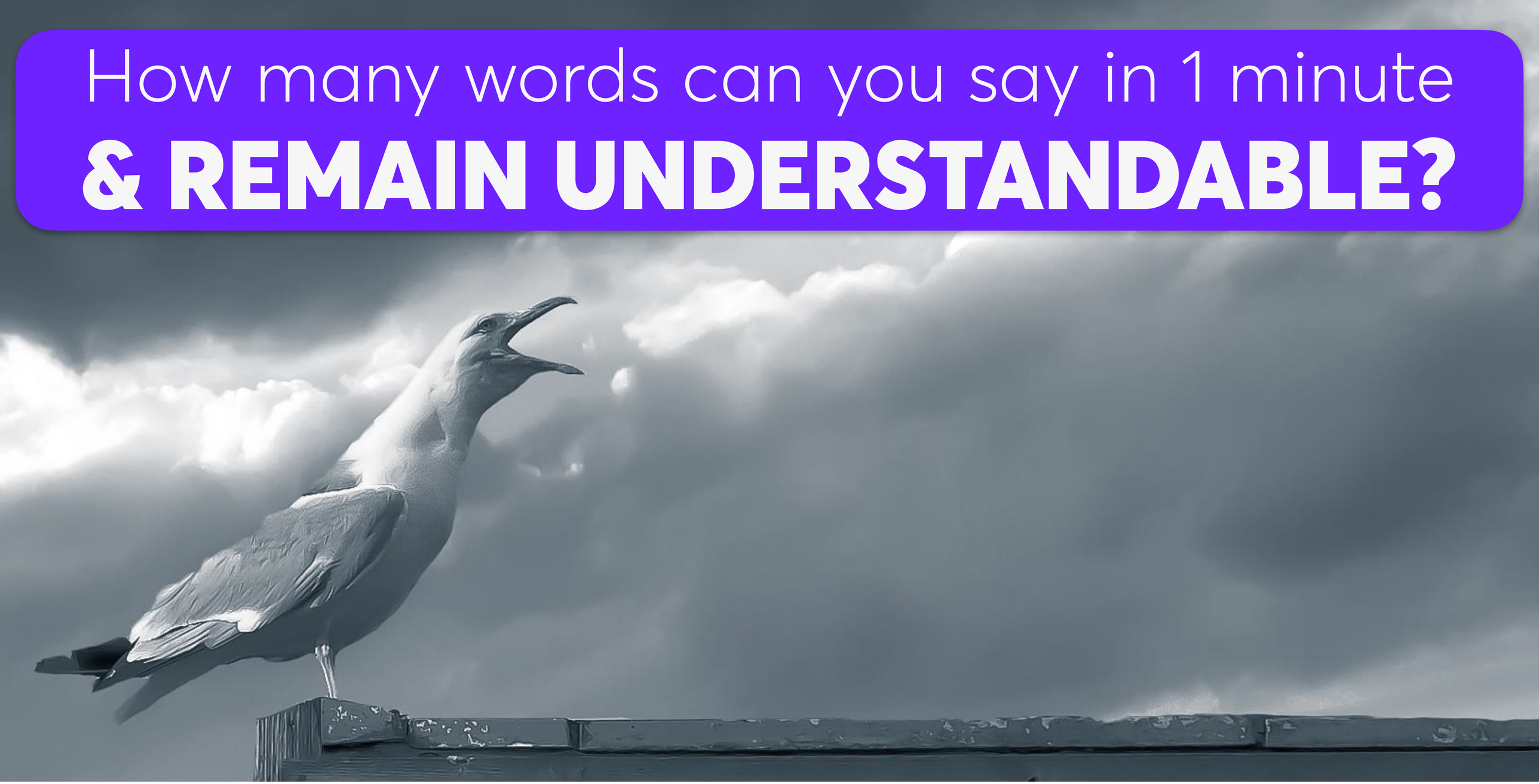
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



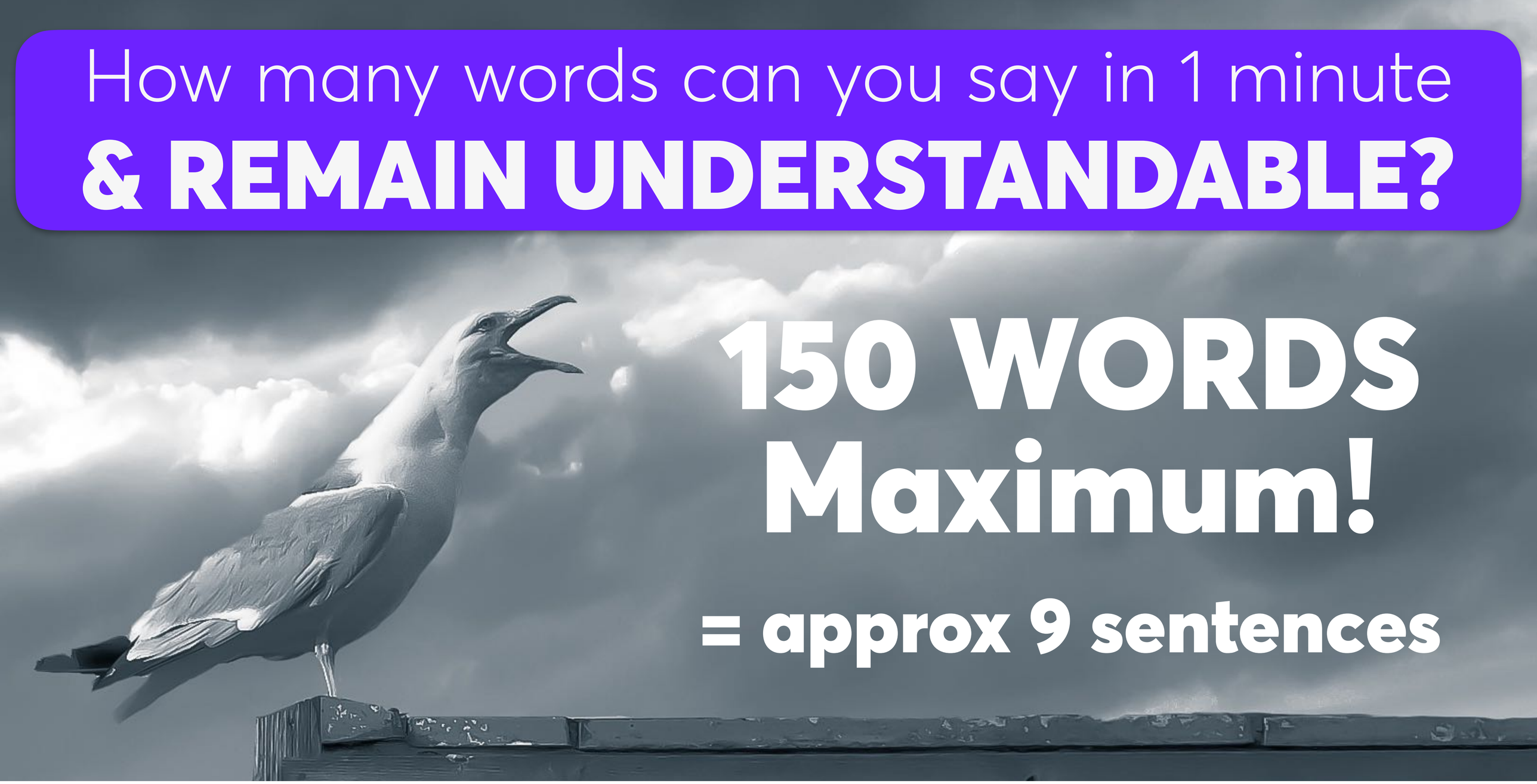
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= approx 9 sentences


143
Words/min