



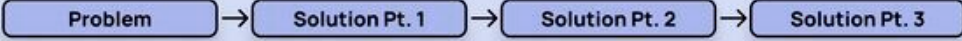

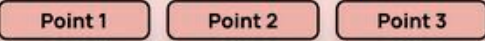
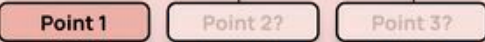


5 Rules to keep people engaged during your talk

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<p>#1 THE RULE OF ABSTRACTION</p>	<p>Structure your content so that each section moves from abstract to concrete.</p> <p>✓  ✗ </p>																				
<p>#2 THE RULE OF CONTROVERSY</p>	<p>Keep it spicy by stating a common opposing view before each of your points.</p> <p>✗  ✓ </p>																				
<p>#3 THE ONE PROBLEM RULE</p>	<p>Multiple points? Fine. Trying to solve multiple problems? Too much for one talk.</p> <p>✓  ✗ </p>																				
<p>#4 THE RULE OF SUSPENSE</p>	<p>Don't reveal your points up front. Create suspense by sharing one at a time.</p> <p>✗ "I have three ideas to share. They are..." →  Don't share these until you get there</p> <p>✓ "I have three ideas to share. The first is..." → </p>																				
<p>#5 THE 2-MINUTE RULE</p>	<p>Change up the kind of content you're using every two minutes.</p> <p>✗ <table border="1" data-bbox="491 1570 1452 1648"> <tr> <td>90 seconds</td> <td>1 min</td> <td colspan="2">5 min</td> <td>1 min</td> </tr> <tr> <td>Story</td> <td>Meme</td> <td colspan="2">Anecdote</td> <td>Chart</td> </tr> </table> <p style="text-align: center;">↑ You will lose people here</p> <p>✓ <table border="1" data-bbox="491 1704 1452 1783"> <tr> <td>2 min</td> <td>2 min</td> <td>1 min</td> <td>2 min</td> <td>1 min</td> </tr> <tr> <td>Chart</td> <td>Story</td> <td>Meme</td> <td>Anecdote</td> <td>Story</td> </tr> </table> <p style="text-align: center;">They'll stay engaged this entire time.</p> </p></p>	90 seconds	1 min	5 min		1 min	Story	Meme	Anecdote		Chart	2 min	2 min	1 min	2 min	1 min	Chart	Story	Meme	Anecdote	Story
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