

Nancy Duarte: “The Secret Structure of Great Talks” (18 minutes)

Video Objective: I can describe the characteristics of effective speech structures.

1. “The way that ideas are conveyed the most effectively is through _____.”
2. With stories, you get a physical reaction; presentations often _____.
3. _____ had a 3-Act structure:
 - a. Beginning
 - b. Middle
 - c. End
4. Hero Archetypes: the audience needs to be the “hero” of the idea (during a presentation).
5. Joseph Campbell’s Hero Archetype:
 - a. Likable hero in an ordinary world
 - b. Call to _____
 - c. Hero’s refusal of the call
 - d. Meeting with the mentor
 - e. Crossing the Threshold
6. (A way to combine Aristotle and Joseph Campbell):
 - a. Act 1: Beginning – Likeable hero
 - b. Act 2: Middle – Encounters roadblocks
 - c. Act 3: End – Emerges transformed
7. Gustaf Freytag: 5-Act story structure (plot pyramid)
 - a. Exposition
 - b. Rising Action
 - c. _____
 - d. Falling Action
 - e. Denouement
8. DRAW the “shape of a great presentation” below:
9. Description of the steps in #8:
 - a. Establish “what is” (the status quo) – also known as THE PROBLEM
 - b. Compare to what “could be” – also known as THE SOLUTION
 - i. Make the gap as big as possible
 - c. (Repeat this throughout speech)
 - i. Make what’s normal unappealing
 - ii. Break down audience resistance (also known as COUNTER-ARGUMENTS)
 - d. Call to action – describe the world as a “new bliss” or a utopia

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10. Examples:

a. Steve Jobs: iPhone launch

- i. Adds in videos so it’s “not just him talking”
- ii. Made them laugh and clap
 1. Audience involvement
 2. Physical interaction/movement
- iii. Marvels at his own product – models for the audience how he wants them to feel
- iv. Compares his phone to “sucky competitors”
- v. Live demonstration of product (not just pictures on his visual aid)
- vi. Tells personal stories (especially when his clicker breaks!)
- vii. Ended with a sense of continuance

b. Dr. Martin Luther King: “I have a dream” speech

- i. Used breaths and pauses effectively
- ii. Had a cadence and a rhythm
- iii. Used repetition often
- iv. Used metaphors and visual words (make complicated ideas simple, like “scenes”)
- v. Used familiar songs, scriptures, and political references (allusion)
- vi. Caused audience to clap often (again, audience physical involvement)
- vii. Goes back and forth between bad and good more rapidly at the end to increase “frenzied pace”
- viii. He “reached inside the hearts of the audience” to create his new bliss

11. Does THIS speaker (Nancy Duarte) use this speech structure in her TED talk (this video)? Explain:

12. **NOT IN VIDEO:** Where else do you think this structure is used in the world?

BIG IDEA #1: Does the order of ideas matter while public speaking?

BIG IDEA #2: Are storytelling and speaking the same thing?

BIG IDEA #3: How do good presenters involve their audiences?

BIG IDEA #4: How do good presenters use details in their speeches?