**THE ELEVATOR SPEECH**
- Who, what, why, goals
- A short pitch about you (your product or organization) designed to entice the listener to want to know more

**PREPARATION**
- Know your topic
- Know your audience
- Organization
- Visual aids
- Take time to prepare
- Practice

**USE OBJECTIVES**
- A learning objective is a statement of what you want the listener to be able to do.
- Backward design

**MADE TO STICK**
Elements of a sticky message:
1. Simple
2. Unexpected
3. Concrete
4. Credible
5. Emotions
6. Stories
The human brain is an amazing thing. It starts working the moment you’re born and never stops until you stand up to speak in public.

DELIVERY
- Know the room
- Take a deep breath
- Your voice
- Body language
- Engage your audience
- Respect the time limits

AFTER THE APPLAUSE
- Fielding questions
- Self-evaluation
- Feedback from others

SUMMARY
- Know your audience
- Prepare
- Backward design around one or more specific objectives
- Evaluate and improve