



Phil's Typical Keynote Speaking Formula

I. Opening/Attention Grabbing Story or Activity

- a. This builds interest and trust with the audience (similar to a classroom)
 - i. I like to use playful humor to demonstrate my organic brand/style
 - ii. I like to make it interactive or self-reflective in some way.
- b. This activity or story relates to the main message of the talk

II. Identify the Pain Points of the Audience Through Story (or Stats)

- a. This allows the audience to feel seen with their challenges.
- b. This allows the audience to know you understand them and their challenges.
- c. This creates a natural response of curiosity to want to know what solutions we have to offer

III. Briefly Introduce the Process or Steps to the Solution

- a. This is the map that you and the audience will follow.
- b. This helps the audience understand where they are going (big picture)
- c. I try to keep the steps/process to 3 main ideas
 - i. We don't want anything overly complex or it could overwhelm our audience
 - ii. My "5 Happiness Hacks I stole from Heavy Metal" workshop breaks this rule if a group wants it as a keynote...and sometimes I'm not thrilled about how much info that is to consume in one quick sitting.

IV. Introduce Myself Personally

- a. Now that I have been talking a bit, I want them to know who I am personally as a human
- b. This is a great time to establish credibility, your passions for why you are here, and to connect on a human level so that they see you as real, organic, and authentic.
 - i. I like to share unique quirks about me in hopes that I randomly connect with audience members.
 - 1. I love to bake/decorate cakes. I love Metal music and Christmas Carols year round. I have 2 children. I proudly shave my head every March for the St. Baldrick's Foundation. I taught Chem and Physics in High School for 20 years

V. Present and Empower the Audience with Your Process or Steps to the Solution to the Problem

- a. Present Process/Steps in an interesting, clear, and empowering way
 - i. Humans don't want to struggle to understand.
 - 1. Make it easy for them.
 - ii. Every step has a supportive story or stats.
 - 1. Make it sticky for them.
 - iii. Every step has an opportunity for the audience to process and reflect.
 - 1. Make it relatable and personal to them
- b. Give the audience opportunities for the mental breaks (active listening is tiring)
 - i. Turn to partner and talk
 - ii. Shoutouts and crowd interviews

- iii. Music break with a quick action to take
- iv. Build in a movement activity

VI. Close Out the Talk

- a. Bookend your talk to make it feel natural to end
 - i. I like to bring back an earlier story and reveal a little more to come full circle
 - ii. I review the quick steps/process to reiterate what we covered
 - iii. I express gratitude towards the group and event.
 - iv. I leave them with a challenge and reminder that these steps are worth taking.
 - v. I then smoothly transition my talk to the next thing or person at the event
 - 1. I checked how to transition with the planner beforehand to make sure I know.

Disclaimers/Notes:

- 1. This is my typical setup and style. That doesn't mean a different order or style won't be effective. Trust your gut and try it out.
- 2. The longer I present on a specific talk, the more I tweak, reorder, and change my talk.
- 3. Sometimes accidental awesome moments happen. Embrace those and try to recreate them in future talks.
- 4. Remember that we all have a natural style and energy. This talk setup might not be right for you. Trust your gut and experience in education to know what works for you and the crowd.
- 5. Remember that we are serving the audience. Keep in mind what would be most empowering, pleasurable, and meaningful to them. Our goal is to help solve a problem in a way that is enjoyable.
- 6. When I turn a keynote into a longer workshop, I keep the same format but have supportive and reflective material to allow the audience time to work through the steps and ideas. Creating the supportive material is natural for us as educators. Put that teacher hat on and create something meaningful for them. Even if it isn't a workshop, you can always share the supportive material electronically as a PDF download (a great way to drive traffic to your site).