

Getting the Audience's Attention.

Strategies that capture attention, engage with the audience and spark their imagination;

- Rhetorical questions.
- Interesting information / facts.
- Stories / anecdotes.
- Presentation of problem or conundrum.

Rhetorical questions?

Rhetorical questions are questions that are intended to provoke thought without needing an explicit answer, usually because the answer is apparent or obvious.

- Everybody likes getting recognition for their work, don't they?
- Who wants to know how to earn more while working less?
- Don't you want to know the secret recipe for success?
- How much easier would your life be if you didn't have these problems?

Interesting Facts / Trivia.

An interesting fact can be used to make a parallel with an aspect of your presentation, to inspire, to exemplify something or to amaze or surprise your audience.

- Did you know that on the cosmic scale there are more shooting stars than houses? So your house is pretty special in the cosmos.
- A young student once arrived late to maths class and quickly noted down the equation on the blackboard. After the class he solved the problem and handed in his solution to the professor, who was astounded. Nobody had told the student that the problem was unsolvable!

Stories and Anecdotes.

A story or anecdote can make facts or circumstances seem more relatable by placing them in a familiar context or can provide context for an aspect of your presentation.

- On my way here a man on the train asked me where I was going, I was a bit surprised that a stranger had asked me such a question, but it made me think about social rules like the ones that we are going to talk about today.

Anecdotes usually use a combination of the “narrative tenses” (past simple, past continuous and past perfect).

Presentation of a Problem or conundrum.

A problem or conundrum can engage your audience's cognitive abilities and present a state that creates relief when an answer or insight is provided.

- I want you to think about how much money this company was losing, what was the problem? They had great products, a great reputation but were making constant losses...
- So if you're working full time and have familial obligations where can you find the time to invest in your education or personal and professional development?