

30 Second Talk Outline

Here is an outline from Mena Brown on 30 second presentations.

First Sentence - Essence Factor

- Who are you?
- What file drawer would you put yourself in?
- Create a sentence that is memorable. Use catchy adjectives that describe who you are.

Second sentence - Guru Factor

- Unique and specific knowledge base- What are you better at than anyone else?
- What are those areas or subjects that you are a "go to" person?
- "I have expertise in or a depth of knowledge in..." Use your own language here.

Third and Fourth Sentences - Star Factor

- What sets you apart?
- How would others describe you?
- Frequently passive voice - "My fellow co-workers say..."
- What do people count on you for?

Example:

"Hello, my name is George LeBeau and I am a street-smart operations director/executive who specializes in day to day operations and oversight in financial areas. I have created start ups and expanded the business footprint of existing companies. Former business associates describe me as a servant leader with a can do attitude. I am a life-long learner who gets the desired results by using my strong communication skills. My name is George LeBeau."