Crafting The Aha! Talk



A Story

Not a done to death. **Your** story. One that raises questions but doesn't answer.



The Troubling Pattern

The generalised but **troubling** pattern that this story points to about (your) audience.



Build Emotion

Get the audience connected to the **pain**. Build on the emotion, through the logic.



The Funny Side

Introduce humour. Take them down on the emotion, bring them back up on humour.

Repeatedly



Go Deep When Silent

The audience is reflective and silent now. Now is the time to **create depth**. Facts, anecdotes, stories, examples... ... that make it even deeper and personal for your audience.



HIT IT

Emotion. humour. Emotion. Humour. And now — Hit it. Make it **individualistic** so the person feels the pain. e.g. from 'we are a selfish society' to 'you are responsible for violence in the world'



Empower

Not by giving a bullet list or pointers. But by telling an authentic story about someone who defied and overcame these obstacles. **Make it** real. **Make it emotional.**



Break It

Now is the time to take a break. Don't ruin the energy by diving into some group work **BS**.



Reflections

Get people to work on a **penetrative** question that forces insightful discoveries.

