A man in a dark suit and light blue shirt is shown in profile, smiling and gesturing with his right hand. He is standing on a stage in front of a large screen displaying blurred text. The text on the screen includes phrases like "The power", "The MIND", "The MOUTH", "when you ask questions", "you direct", "you learn", and "to the other".

# Rave Reviews (every time)

Hugh Culver

# Mistakes

- No compelling promise
- Start too slow (end too fast)
- Not enough stories (pictures) with lessons
- Doesn't relate to listeners
- Too much about speaker (not enough about them)
- Unclear framework/unclear call to action
- Doesn't involve audience.

## Two types of clients

	<i>Delegate</i>	<i>Event planner</i>
needs	Comfort	Timing
	Enjoyment	Delegate value
	Learn/value	Your success
avoid	Embarrassment	Poor reviews
	Boredom/Hyper	Last minute requests

## Getting rave reviews - delegates

- Arrive early and mingle
- Remember names
- Add: bonus lesson
- Make it appear custom
- Ask: “Is this valuable?”
- Avoid awkward moments
- Instruct: Share best lesson (dyad)
- Allow: thank partner.

## Getting rave reviews - event planner

- Check in on arrival
- Arrive early to event
- Mingle
- No last minute requests
- Simple tech. needs
- Remember names
- Have backup: intro, PPT on stick, handout original
- Finish on time!!
- Thank them.

# And one more thing...

- how to apply the lesson
- bonus tip
- interesting supporting research
- story to prove point
- humor connected to lesson
- example from client work
- example from your life.



## core message

## supporting message

We all make assumptions

Not good or bad....research: 2B bits of data, we select 200bits

...could be about co-worker, boss, or client

**Model:** ladders of inference

Example of going to restaurant - assumptions about poor service and staff

**Dyad:** describe an instance where you made an assumption that turned out to be wrong

**Teach:** 3 strategies for "coming down off the ladder"

**Dyad:** practice scenario

When I stepped on stage you had assumptions

Story about Karen and clutter on desk

Dr. Norman Doidge (*Brain that changes itself*) "...residency, like an unwanted roommate."

Joke about CEO and wife


# Handouts or no handouts?

	Business	Personal
Breakfast	Maybe	Maybe
Opening	Maybe	No
Concurrent	Yes	Yes
Lunch	Maybe	No
Close	Maybe	No
Dinner	Never	Never
Seminar	Yes	Yes
Retreat	Yes	Maybe
Webcast	Maybe	No



# Summary

- Your speech is an investment
- It's not about being perfect
- Audiences all want the same stuff
- Event planners all want the same stuff
- Be fast to delete, slow to add
- Go deep on research, light on delivery
- Be real, respectful, and generous
- Less (well delivered) is always better.

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