

If what you're saying doesn't follow a coherent structure, it doesn't matter how beautiful your turn of phrase is – you won't be able to make a compelling case for anything. You need structure no matter what you're hoping to communicate, and here are four great options you can draw on.

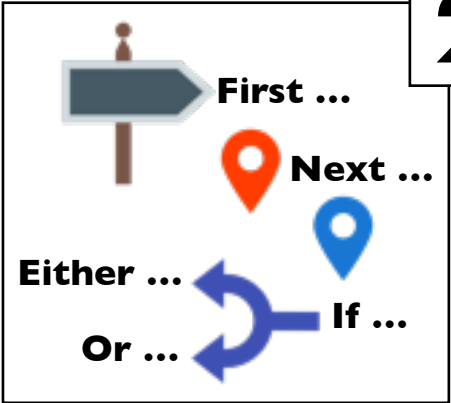
# Giving memorable talks: 4 structures for success

1

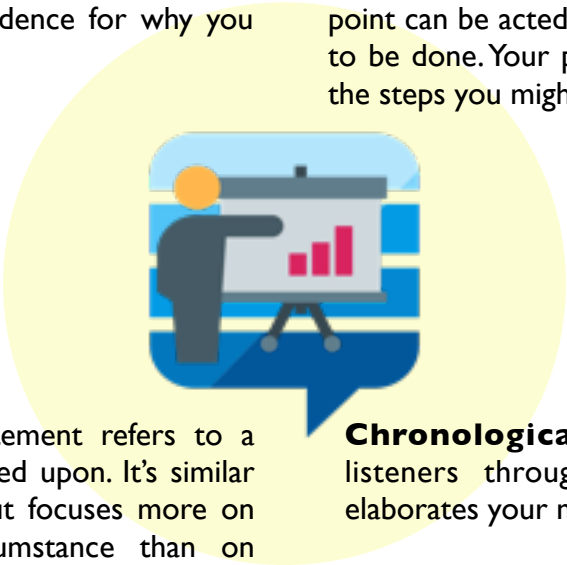
- 1 **Because ...**
- 2 **Since ...**
- 3 **Due to ...**

**Give reasons** Support your main assertions with reasons. Each item provides evidence for why you see things the way you do.

2



**Provide a road map:** Show the ways your main point can be acted upon, or refer to things that have to be done. Your points would lay out, in sequence, the steps you might take to accomplish that.



**Call & response:** Your statement refers to a situation or challenge to be acted upon. It's similar to the "road map" approach but focuses more on reacting to a particular circumstance than on presenting a sequential course of action.

**Chronological:** This structure takes your listeners through a progression in time that elaborates your message.

3



4

