

Here is a sample of the type of brain-storming worksheet I create when crafting a keynote.

This format could easily be fleshed out to create a 20 to 45 minute keynote. (Note: keynote slots are becoming shorter so it is important to keep it powerfully focused.)

Here is my process:

1. Start with the main focus or message (key thrust of your key-note) and then work to block out your program.
2. Initially focus on your close as that is the most important part that might *actually* be remembered.
3. Then go back and work on the opening.
4. Finally select and work on the 3-4 main points and stories to support them.

As you work on each piece, double check to ensure it stays aligned with your main message or key-note.

A point on using stories: Each story needs to be relevant to your audience. Each story needs to have a *strategic* contribution to making your keynote stronger, more vivid, and help create word pictures in the minds of your audience. Stories like props or audio-visuals are there to *support* your main message. Select them with the same care you would when dressing: accessorize for influence, inspiration, and impact. *This was part of the focus of the keynote I created for the French Speakers Association (AFCP).*

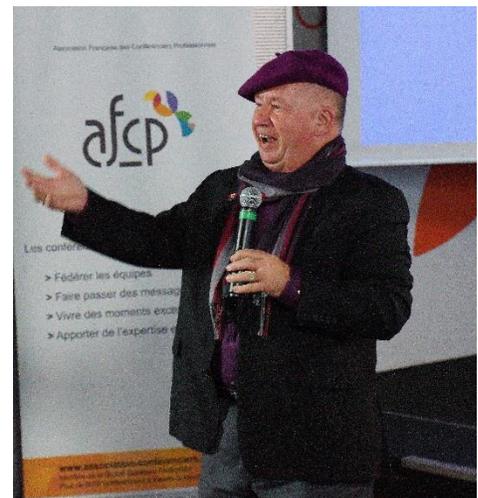
Timing: This is where you prove your professionalism. Once you have created and blocked out your presentation, perform it, and time each piece. Make sure you keep in mind your normal style and speed when speaking. Ensure you allow for audience interaction or response (e.g. laughs) if that is relevant. If required, trim or cut back on stories or examples to make sure you finish within your allotted time. Work to ensure your stories and examples are short and focused. Like comics, how short can you make them and still make the point? **Professionals start and finish on time!**

Idea-rich techniques to master your message and power up your presentation!

According to Wikipedia: “A *keynote* in public speaking is a talk that establishes a main underlying theme. In corporate or commercial settings, greater importance is attached to the delivery of a keynote speech or keynote address. The keynote establishes the framework for the following programme of events or convention agenda.” As the keynote presenter you wield immense power and responsibility in the success of your client’s efforts in moving the audience where they want them to go. Use it wisely!

About Bob ‘Idea Man’ Hooey, DTM, Accredited Speaker

Bob ‘Idea Man’ Hooey is an inspirational, confident seminar leader and corporate trainer, teaching real-life, results-based principles personally mined from 29 years of rich experience. Bob’s humorous, conversational, and sometimes-provocative keynote style continues to inspire and challenge his audiences. He has taken his ideas around the globe and tens of thousands of professionals have successfully seen his **Ideas At Work** in their lives and careers. He is the prolific author of over 30 leadership, business, and career success publications including best sellers, **Legacy of Leadership** and **Speaking for Success**. He is the 2011 Spirit of CAPS recipient, the highest award given in the Canadian speaking industry. He is the 48th person in Toastmasters International history to earn their coveted professional level Accredited Speaker Designation. (Bob pictured here while speaking in Paris, France last August.)



Here are a few ideas to help you craft winning keynotes:

Learn from the Masters (i.e. speakers who have earned their spurs and who demonstrate dynamic, professional presentations.) Here are a few I keep in mind: Show your passion. Tell your own stories. Take risks if you want better results. Use powerful words to convey and vividly explode information. Connect from the heart and share the little things – they do matter. Finally, have FUN on stage.

Foundations for Success in speaking: The most important part of *Speaking for Success* is in the preparation. It is the work you do *before* you step in front of the audience, open your mind, and let the words gush forth. **Investing the time** to ensure you’ve researched and applied the answers to each of these 7 questions to help you be more fully prepared. The results of your *advance* preparation will work wonders in your confidence and enhance your credibility on stage. Ask yourself: **WHY** are ‘YOU’ speaking? **WHAT** do you want to accomplish? **WHO** is your real audience? **WHEN** will you be speaking? **HOW** long will you present? **WHERE** will you present? **WHAT** tools will you need?

My three key ideas to success: Know your topic, know your audience, and know yourself.

Apply the 3 R’s in your presentation: Be real, be relevant, and reach out.

Master the 3 M’s: Message, Method, Messenger

Most important ideas: Be yourself, have fun, and help your audience experience your stories with you. I am available via email for follow up if that would help. Bob@ideaman.net