

Killer Keynote Structure

Main point:

Introduction

- Pep—get attention with question, story, quote, startling statistic, etc.
- Promise—specify benefits to audience
- Path—preview points (or indicate how they will get the promise “3 tools” for example)

Point 1

Support for Point 1:

SHARP

Power Phrase

Reflection

Application

Power Phrase

Transition to pt. 2

SHARP=

Story (anecdote, metaphor, analogy)

Humor

Activity

Reference/Quote

Photo/Prop

Point 2

Support for Point 2:

SHARP

Power Phrase

Reflection

Application

Power Phrase

Transition to pt. 3

Point 3

Support for Point 3:

SHARP

Power Phrase

Reflection

Application

Power Phrase

Transition to conclusion

Conclusion

- Summarize/call back main points (or audience discuss and debrief)
- Q&A (optional)
- Memorable close (can tie to intro, call-to-action, story, quote)

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Based on the book, [*Cat Got Your Tongue? Powerful Public Speaking Skills & Presentation Strategies for Confident Communication or, How to Create the Purrfect Speech*](#)

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