

PEP TALK



Who is giving this talk?	Who is the audience?	What is the current situation?
3 ways to demonstrate the speaker's personality:	3 ways to appeal to the audience's sense of identity:	Acknowledge the difficulty of the challenge & offer motivation to overcome to it:
What does the speaker want to accomplish?	What does the audience want to accomplish?	What is at stake?
3 reasons why they can accomplish what they want:	3 steps or tactics to accomplish what they want:	Describe how they will look and feel when they've accomplished their goals:
Add a metaphor to offer the audience a new perspective:	Add a joke to ease their fears:	3 ways this talk can be delivered most effectively: