

# The Speaker Canvas

Speaker:

Event:

Date:

## Single most important message



What's the key takeaway?  
What's the one thing you definitely want your audience to remember?

## Supporting message 1

A related message that supports your key takeaway and adds depth and context.



## Supporting message 2

A related message that supports your key takeaway and adds depth and context.



## Supporting message 3

A related message that supports your key takeaway and adds depth and context.



## Audience's starting point



How can your audience related to this issue/challenge?  
Begin your story where it's directly relevant to them.

## Spark curiosity



Grab your audience's attention early.  
Weave novel and shocking information throughout your talk.

## Conflicted character

Goal



Can be unfamiliar to your audience  
but works best if they can relate to it.

Motivation



Must be shared by the audience

Conflict



Can be external and/or internal

Inciting incident



What spurs them into action?

## Pathos (65%)



Your emotional connection with the audience.  
Personal stories, and stories about other people, events, product, etc.

## Logos (25%)



The logical foundation of your message.  
Statistics, data, or information that backs your argument.

## Ethos (10%)



The aspects of your character, experiences, or education that lend weight to your message.



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# Talk Timeline Mapping


































Talk title:

Speaker:

Event:

Date:

TIME →

	Opening	Audience's starting point <small>START</small>	Key message 	Supporting message 1 	Supporting message 2 	Supporting message 3 	Sum up & Final thought
MAIN POINTS					 	 	
DETAILS		  	 	   	    	  	  

MAIN POINTS

DETAILS



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