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| **Method** | **Example** | **How could I use this method?** |
| Use a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_approach. |  For example, a market trader starts by contradicting the commonly held advice of buying low and selling high. He says: "It's wrong. Why? Because buying low typically entails a stock that's going in the opposite direction—down—from the most desired direction—up." |  |
| Ask a series of \_\_\_\_\_\_\_\_Rhetorical questions\_\_. | "How do you explain when things don't go as we assumed? Or better, how do you explain when others are able to achieve things that seem to defy all of the assumptions? For example, why is Apple so innovative? ... Why is it that they seem to have something different? Why is it that Martin Luther King led the civil rights movement?" |  |
| Deliver a compelling \_\_\_\_\_\_\_\_Soundbite\_\_\_\_\_\_\_\_. | Innovation expert Jeremy Gutshe opens his talk with: "Culture eats strategy for breakfast. This is a sign that is on Ford's strategy War Room. And the lesson from it is not how good your PowerPoint slide deck is, what it really boils down to at the end of the day is how ready and willing your organization is to embrace change, try new things and focus in when you find an opportunity." |  |
| Make a startling \_\_\_\_\_\_\_\_\_\_\_\_\_assertion\_\_. | For example, a presentation about conservancy can start with: "Every second, a slice of rainforest the size of a football field is mowed down. That's over 31 million football fields of rainforest each year." |  |
| Use the word \_\_imagine\_\_\_\_\_\_\_. | “Please close your eyes and open your hands. Now imagine what you could place in your hands, an apple, maybe your wallet. Now open your eyes. What about a life?”  |  |
| Arouse \_\_\_\_\_curiosity \_\_\_\_\_\_\_\_. | "I need to make a confession, at the outset. A little over 20 years ago, I did something that I regret. Something that I am not particularly proud of, something that in many ways I wished no one would ever know, but that here I feel kind of obliged to reveal. In the late 1980s, in a moment of youthful indiscretion, I went to law school." |  |
| Quote a \_\_\_\_proverb\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |  "Our last garment is made without pockets" (Italy); "You'll never plow a field by turning it over in your mind" (Ireland); "The nail that sticks up will be hammered down" (Japan), and "Paper can't wrap up a fire" (China). |  |
| Take the audience through a \_\_\_\_\_\_\_\_\_\_\_\_\_\_”what if” scenario\_\_\_. | For example, asking "What if you were debt-free?" at the start of a money management presentation might grab your listeners' attention as it asks them to look forward to a positive future. |  |
| Tell them a \_\_\_\_\_story\_\_\_\_\_\_\_\_\_\_\_\_. | The story needs to be brief, with just the right amount of detail to bring it to life. It must be authentic and must have a "message," or lesson, to support your viewpoint.  |  |

https://www.americanexpress.com/us/small-business/openforum/articles/hook-presentation-audience-30-seconds/