THE GRID WORKBOOK

G Get

R Real

I Idea

D Delivered

The ABC of Public Speaking

FOUR STEPS. ONE 10-MINUTE EXERCISE EACH.

BEFORE YOU START

If you can teach seventh graders something, you can probably teach it to everybody. You have to break it into very simple rules.

ROI SHTERNIN

01 One step per page.

02 Each exercise takes about 10 minutes.

03 You need a pen, your phone, and one talk you have to give.

04 Do one page a day if that is what you have.

THE METHOD

The Grid

GRID stands for “Get Real Idea Delivered”. I know it sounds stupid, but it is really simple.

G **A great story**
You cannot just speak about stuff.

R **Rid of exaggeration**

I **The idea**
Each talk has one main message and one main idea.

D **Delivered**
The message you came to deliver.

STEP G · A GREAT STORY

G

You have to have a story.

Storytelling is the biggest opportunity you'll ever have while you publicly speak.

If you tell the audience just facts, it's going to be boring, even if you speak about the most interesting facts in the world.

If you tell a story about those facts, it's going to be interesting.

EXERCISE G

10 MINUTES

Write one fact from your talk. Then write one moment when you saw it happen.

THE FACT	ONE LINE

THE MOMENT	WHO WAS THERE? WHAT HAPPENED?

— Tell that moment out loud to one person. Under two minutes.

STEP R · RID OF EXAGGERATION

R

Never exaggerate.

Even if you're trying to sell something to other people and you're exaggerating, people will notice that you're overselling them.

The crowd is very intelligent.

So keep it short. Keep it real. Keep it honest.

EXERCISE R

10 MINUTES

Read your story from page 5 out loud. Cross out every word that makes it bigger than it was.

THE HONEST VERSION	WRITE IT AGAIN

— Ask one person: “Where did I oversell?”

STEP I · THE IDEA

One message. One idea.

Each talk has one main message and one main idea. I know it looks like a lot when speakers talk for 18 minutes at TED. But remember: one message, one story or idea, that's it.

If you don't know what you're going to talk about and can't explain it in two or three lines, you probably don't know how to talk about it in two minutes, three minutes or even ten.

EXERCISE I · TWEET IT

10 MINUTES

“I want only three lines to summarize everything you want to talk about.”

LINE 1

LINE 2

LINE 3

Is there anything in your three lines that fits a D? If you don't have a message there, rewrite the tweet and find one.

REWRITE IF YOU NEED TO

STEP D · DELIVERED

D

Why am I here?

If you need to stop for a second and think, why am I here, what did I come to do today on stage, that is your D moment.

You talk to their head, their heart, or their hands.

Head	Am I provoking thought?
Heart	I want to make them aware of something.
Hands	I want them to leave this talk, get out and do something.

EXERCISE D

10 MINUTES

Write your D in one line.

"You can always summarize it in one line."

MY D	ONE LINE

TICK ONE

☐ Head	☐ Heart	☐ Hands

— If it is none of the three, go back to your three lines on page 9.

BEFORE YOU SPEAK

Prep checklist

- [ ] I can say my talk in three lines.
- [ ] My D fits in one line. Head, heart or hands.
- [ ] I aim for seven minutes and keep a reserve.
- [ ] Slides: no more than 10, no more than 3 bullets, font 30 or bigger. Or no slides.
- [ ] I rehearsed at least three times, once in front of a friend.
- [ ] I recorded myself once and watched it.
- [ ] My bag: a USB with my slides, a power bank, chargers, adapters, my own clicker.
- [ ] On stage, I ask the last row: “Can you hear me?”
- [ ] Questions: listen, repeat the question, never argue.
- [ ] If I don't know, I say so.

YOUR STORY

WRITE IT HERE G · R · I · D

LAST PAGE

Use the ABC template. Make the checklist. Plan. And mainly, practice, practice, practice your talk.

If you're genuine and honest, you can never go wrong. Have a happy talk writing.

ROI SHTERNIN

Roi Shternin is the author of The ABC of Public Speaking.