

Tarrant County Business Breakfast Tips for Successful Two-Minute Talks

Fundamentals of Business Communications

Earned the Right
...through study and experience

Excited
...with positive feelings about your subject

Eager
...to project the value to your listeners

The Magic Formula for a 2-minute Talk

Incident (1 minute, 50 seconds)
+ Action (5 seconds)
+ Benefit (5 seconds)

The Magic Formula

The Three Steps:

1. Incident – an experience or story that sweeps the audience in
2. Action (point) – answers the question: what do you want us to do?
3. Benefit – answers the question: why should we do it? how will we benefit?

Remember...

Every talk should fulfill one of the following purposes:

to get Action,
to Convince,
to Inform, or
to Entertain.

And, don't forget to SMILE – you are sharing “good news” with us!

Courtesy of Cindy Hames, 817.457.9494



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