

the **SUCCES** formula



SIMPLE

(h)UMAN

CONCRETE

CONTRAST

EMOTIONS

SURPRISE

Simple

Concise/ Essential /Defining Moment

Start from the punch line

Start from someone's voice
(quote a real person)

Start from a strong feeling

hUman

Share personal stories to be a main character in your own presentation

Use Personal Pictures

Share a defining moment in your life

Concrete

Use 5-senses language

When you tell your story, share what you could see, hear, feel, smell, touch.

Use tangible prompts

Contrast

Compare and Contrast

Past and present

Good vs bad

Us vs them

Loser vs winner

Emotional

When you tell the story, share what you or your character were

Feeling

Thinking

Imagining



Surprise

A tagline that contradicts common knowledge

Start from curiosity prompts

What if...

Imagine that...

What would you say if...

