Kapow!: Super Powerful Public Speaking – The Journey Continues
Craig Engstrom, Ph.D. | craigengstrom.ninja

Basic Outlines
• Attention getter
• Thesis
• Preview
• Main point(s)
  ▪ Sub point(s)
• Transitions
• Conclusion

Transitions
• Rhetorical question
• Internal summary
• Internal preview
• Restate point
• Restate point and forecast
• Signposting (vocal variety & body req’d)

Organizational Patterns
The following samples are provided around the concept of baking.

Topical Pattern (Organized around topics)
Thesis: Beginning bakers can get started with three baker staples.
  • Cookies
  • Cakes
  • Pies

Chronological/Sequential (Organized by order of events)
Thesis: Making fluffy cake doesn’t have to be difficult.
  1. Mix dry ingredients
  2. Mix wet ingredients
  3. Combine and mix ingredients

Spatial Pattern (Organized by location)
Thesis: A baker’s trip to the grocery store doesn’t need to be difficult.
  • Fruit section
  • Dry ingredients’ aisle
  • Refrigerator section
**Cause–Effect**

**Thesis:** Be careful with how you use baking soda.

### Many causes, single effect
- Cause: Too much baking soda
- Cause: Too little backing soda
- Cause: Baking soda mixed with nuts
- Effect: Terrible baked good

### Single cause, multiple effects
- Cause: Baking soda misuse
- Effect 1: Green dough
- Effect 2: Flat baked good
- Effect 3: Uncontained baked good

**Problem–Solution**

**Thesis:** Effective bakers understand how to adjust for the perfect cookie.

### Multiple problems, single solution
- Problem 1: Dry cookies
- Problem 2: High altitude
- Solution: Increase temperature, decrease backing time

### Single problem, multiple solutions
- Problem: Dry cookies
- Solution 1: Add water
- Solution 2: Pull out of oven early
- Solution 3: Cover immediately

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**Monroe’s Motivated Sequence Pattern (MMS)**

Alan H. Monroe introduced the *motivated sequence pattern of arrangement* in the 1930s. It’s now commonly referred to as Monroe’s Motivated Sequence (MMS).

Essentially, the organization pattern is structured like a pitch, which is why this approach is useful when asking people to buy a product or service, to donate or volunteer, to buy into a project or proposal, to join an organization, and so forth. MMS can be summarized in a simple, memorable format:

1. **Attention:** “Hey! Listen to me because you (or we) have a problem!”
2. **Need:** “This is what the problem looks like.”
3. **Satisfy:** “I have a solution!”
4. **Visualization:** “If we implement my solution, this is what will happen.” (Or, “If we don’t implement my solution, this is what will happen.”)
5. **Action:** “It’s time to take action and implement my solution or to accept the consequences.”

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**Videos**

Sarah Russell
https://craige.link/SarahR

Caroline Norris-Watson
https://craige.link/CarolineNW