

# Kapow!: Super Powerful Public Speaking – The Journey Continues

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## 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 effects

- Problem: Dry cookies
- Solution 1: Add water
- Solution 2: Pull out of oven early
- Solution 3: Cover immediately

## 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.”

## Videos

Sarah Russell

<https://craige.link/SarahR>

Caroline Norris-Watson

<https://craige.link/CarolineNW>