

TAKEAWAYS

Sentence beginnings to create a “sub-tone”

Just imagine, ...

Did you know...

Best of all ...

Just between you and me, ...

You're not going to believe this, but ...

Of course, you already know (that) ...

No-one believes me when I say this, but ...

I can hardly believe it myself - ...

One thing is for sure: ...

Would you have thought it possible? ...

Please, believe me...

I find it very impressive (that) ...

Finally! ...

You shouldn't ask so stupid....

I've just realized, ...

Hurry up, because...

What are you waiting for?

You don't believe me, don't you?

It is just awesome...

I'm so surprised that...

Thank God! ...

Now it is dawning on me...

I will convince you...

I don't really mind either way, but ...

Everyone, can I have your attention please? ...

I'll say it slowly so you can take it down word for word: ...

They did it! ...

This is the last time I'm going to say this: ...

What? You can't mean (that) ...

End of the discussion...

You'll see soon enough. ...

I'm begging you – please listen! ...

All right. I'll say it again: ...

You go there at once!

After all, I like it!

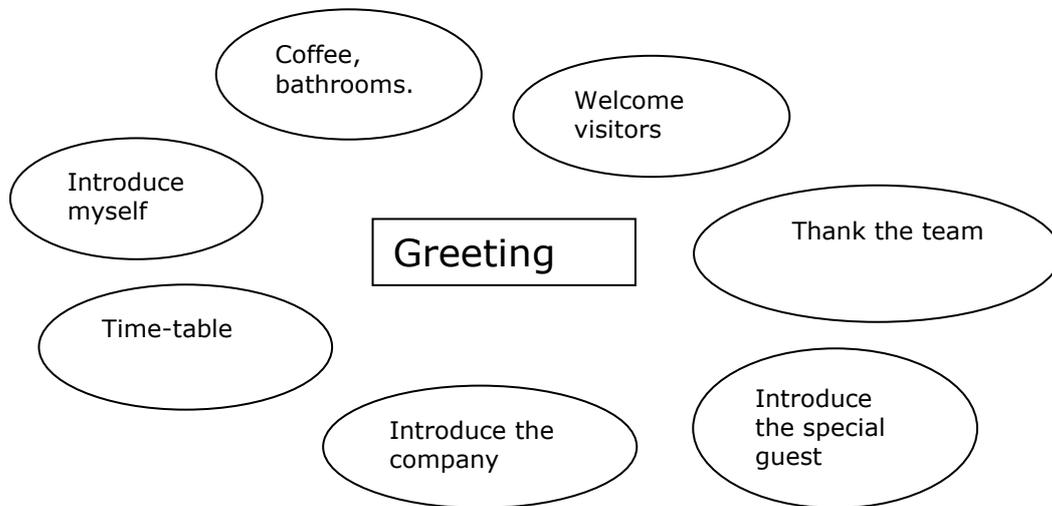
My god, you are so silly...

Once more, slowly, for all the idiots: ...

You haven't thought this, right?

TAKEAWAYS

Star alignment for a greeting



Tips for preparation

- Practise short but often!
- Choose a new beginning every time!
- Say a few sentences on every point.
- If you think of s.th. else, add a point to your star!
- Practise out loud!
- You don't need to say always everything, which is on your card.
- No transitions between the points.
- Be personal, not factual.
- Concrete is better than abstract.
- Sequential order is boring.
- Repeat your greeting until you will enjoy it.
- All your facts are written on a card.
- You prepared the last sentence.

TAKEAWAYS

Power point slides / photocopy

Speaking freely

data, facts, numbers	emotions
chronology	narratives and anecdotes
quotes	personal opinions
ordered lists	private commentary
diagrams	evaluations
pictures	dialog with the spectators
graphics	provocation
charicatures	jokes
photos	questions for the audience
films	Storys
signatures and logos	examples
tables and charts	annotations
graphs	Pictures, created by words
animations	metaphors and comparisons
comics	skits
patterns	thought provoking questions
Multiple choice questions	Magic tricks
Music	imitations

SEMINAR-DOCUMENTS

THE BEGINNINGS

The universal beginning

1. **The pause**

The avoidable beginning

2. **Pull your pants up**
3. **Test the microphone**
4. **Technical test**
5. **Drink water**
6. **Arrange the stage**
7. **Walk**
8. **Play a fanfare**
9. **Rearrange the audience**
10. **Use Softener phrases**
11. **Request something**
12. **A warm welcome**
13. **Announce**
14. **Begin at the beginning**
15. **Give commands**
16. **Use dry ice**
17. **Get undressed**

The classical beginnings

18. **Introduce yourself**
19. **The greeting**
20. **Feel honoured**
21. **Say thank you**
22. **Honored guests**
23. **Be delighted**
24. **A foreign language**
25. **Before I begin...**

Content beginnings

26. **A Story**
27. **An observation**
28. **Something surprising**
29. **Reveal a secret**
30. **Give a statement**
31. **Rhetorical questions**
32. **Read something out loud**
33. **Look into the future**

Linguistic beginnings

34. **A metaphore**

- 35. **A sound bite**
- 36. **A play on words**
- 37. **A made up word**
- 38. **Quotes and sayings**
- 39. **Telegram style**
- 40. **A trick question**

Personal beginnings

- 41. **Here and now**
- 42. **A personal thought**
- 43. **A personal feeling**
- 44. **Poke fun at yourself**
- 45. **Dialect**

Audience oriented beginnings

- 46. **Sentences of your target audience**
- 47. **Mind reading of your audience**
- 48. **Biggest problem of your audience**
- 49. **Emphasize things in common**

Activating beginnings

- 50. **Ask for a show of hand**
- 51. **Ask to guess an answer**
- 52. **The result of a survey**
- 53. **Analyse the mixture of your audience**
- 54. **Test the audience**
- 55. **Mathematical question**
- 56. **An exercise**

Event oriented beginnings

- 57. **Something technical**
- 58. **Link to the previous speaker**
- 59. **Explain the occasion**
- 60. **Connect to the title**
- 61. **Last year**

Connection to the date

- 62. **What happened today in the world**
- 63. **Importance of the day for the audience**
- 64. **Talk about place and time**

Powerful beginnings

- 65. **A conundrum**
- 66. **Humour**
- 67. **Say the opposite**
- 68. **Do something**
- 69. **Build tension**

Courageous beginnings

- 70. Praise yourself**
- 71. A provocation**
- 72. Ignore the audience**
- 73. Smalltalk with the participants**
- 74. Talk about yourself in the third person**
- 75. Fox the audience**
- 76. Frighten the audience**
- 77. Be quiet**

Beginnings for actors

- 78. A role play**
- 79. A scene or a dialog**
- 80. Produce noise with the microphone**
- 81. Parody**
- 82. Make a telephone call**
- 83. Perform a mime**

Technical beginnings

- 84. A foto**
- 85. A film**
- 86. Music**
- 87. A Caricature**
- 88. A running text or scrolling text**
- 89. Draw something**
- 90. A clock starts ticking**
- 91. A slideshow**
- 92. Video greating**
- 93. A collage of sounds**

Challenging beginnings

- 94. Use a prop**
- 95. Dress yourself up**
- 96. A puppet**
- 97. A magic trick**
- 98. Blacklight**
- 99. Implement dancing elements**
- 100. A flashmob**

TAKEAWAYS

The main traps during an interview:

- 1) The hypothetical question
„What would you do if you were the chancellor? “
- 2) The “Can you rule out – question”
„Can you guarantee, that...”
- 3) Putting words in so.’s mouth
„How do you deal with your subordinates? “
- 4) Plant ridiculous accusations
Your company is a joke! “
- 5) Rephrasing questions
„How old are you? “
- 6) A question in three parts
„Can you give me three reasons for...”
- 7) A left-field question
„How do you get on with women/men? “
- 8) A sheet of paper
„Here is a survey that...”
- 9) The personal opinion
„What do YOU think? “
- 10) A crystal ball question
„What will happen in the future? “
- 11) A personal attack
„You are totally right in one point...”
- 12) A gotcha question
„What were the figures from the year before last? “
- 13) Becoming aggressive
„You’re telling bullshit! “

TAKEAWAYS

The five rules for quick wittedness

1. The easiest way to talk about a strange subject is to build a personal connection to the subject. Don't explain the world to us. If someone addresses a topic you are not an expert in, simply think about your personal opinion on the issue. Tell us a story, give us your point of view and share your thoughts.
2. Sometimes we need a little bit of time to find the answer to a question or an accusation. If you begin to quietly reflect, stress comes up. Adrenalin arises and the rest of the conversation becomes difficult. It would be much easier to say what you think out loud. Which thoughts are running through your head? What are you thinking about? And when you don't even know what to say, tell them.
3. If you don't know something, the best way to deal with it is to simply admit it. It is as easy as I say. Maybe someone is bothering you, maybe you are angry that you don't know a special fact you should normally know. But if you don't know the answer right away, the only way out is to say that you don't have a clue. The only thing you need is courage. Admit your ignorance but keep on communicating.
4. It is not necessary to make a comment on every topic. Answer because you are a polite person. But you don't have to reply to every question. As soon as the alarm bell rings in your head, concentrate then voice your thoughts about whether or not you want to talk about this subject. And there are a lot of taboos you should not discuss.
5. If someone uses tricks, if someone tries to cheat you or to tease something out of you which you don't want to talk about, then you can tell him straightforward. Change from the factual level to the relational: "Is it possible that you are just trying to trick me..." That is a wonderful possibility to block the strategy of your counterpart. And a tactic which is revealed can no longer be practiced.