

Brainstorm ideas for your talk. List them here. Try to generate as many as possible.

Write down your favorite idea in one or two sentences.

Test your idea using the 3-prong test. Revise your idea until you can answer yes to all 3 questions.

→ **IS MY IDEA NEW?** ←

→ **IS IT INTERESTING?** ←
(TO A BROAD AUDIENCE)

→ **IS IT FACTUAL AND REALISTIC?** ←
(CAN YOUR CALL TO ACTION BE EXECUTED?)