

The Ripple Talk Builder

From circling idea to delivered talk, in four moves:

Name it W9

Central idea in one sentence · two notebook stories that might belong · what the listener should think, feel or notice. *Say it rough. Rough is the point.*

Shape it W10

Opening that draws in → promise (“by the end you’ll have...”) → two or three examples → a close that lands. *Never stop for mistakes; recover and continue.*

Run it W11

Full timed runs, 8–10 minutes, eyes up. Finish every run. *Confidence settles into the body through completion, not perfection.*

Give it W12

Slightly slower than you think · let the pauses exist · speak to one face · a final line you’re proud of.

Practised beats polished. And you will be practised.