

Openings & Closings Swipe File

OPENINGS

that work — pick, adapt, own

Drop us into a moment: “Three weeks ago I watched a deal die in four minutes.”

A question you actually want answered.

A stake: “If we get this wrong, we do it twice.”

A number that shouldn't be true.

The thing everyone thinks but nobody has said yet.

CLOSES

that stay

Return to your opening moment, changed.

The one-sentence version of your whole talk.

A direct handover: “The next move is yours, and it's smaller than you think.”

The image you want them to keep.

NEVER OPEN WITH

~~your agenda, your thanks, “today I'm going to talk about”, or an apology.~~

NEVER CLOSE WITH

~~“so, in summary” • “thank you for listening” • a shrug.~~

The close is what stays in the room after you've left it.

