

The Dozen Dogmas

- 1 When dealing with words, start with the metrics.
- 2 Learn to speak in less than one minute and begin with your conclusion.
- 3 Always stay within the time.
- 4 Never talk about the time.
- 5 Do not talk about your outline.
- 6 Use fewer words to convey more meaning.
- 7 Avoid connecting words and phrases.
- 8 Speak slowly; pause and pause again: the audience will fill in the blanks.
- 9 Never speak when others are speaking.
- 10 Electronics require the same extreme caution as children and animals on stage.
- 11 Rehearse, rehearse, rehearse: everything is beautiful at the ballet.
- 12 Analysis, not opinion; facts and figures to support the analysis.