# THE LASER TALK

A strategy for sharing your Action Plan

A *"laser talk"* is a short but powerful, compelling talk about your work.

The format was created by a group called RESULTS, an organization dedicated to eliminating world hunger.

# To create a laser talk, use the acronym "epic"

- ✖ **E**ngage your audience

- ✖ state the **P**roblem

- ✖ **I**nform about solutions

- ✖ **C**all to action

# "EPIC"

✖ **E**ngage your audience
  - Get your listener's attention with a dramatic fact or short statement. Keep this opening statement to one sentence if possible.

✖ state the **P**roblem
  - Present causes of the problem you introduced in the first section. How widespread or serious is the problem?

✖ **I**nform about solutions
  - Inform the listener about your solution to the problem you just presented.

✖ **C**all to action
  - Once you've engaged your listener, presented the problem, and told them about a solution, be specific about what you want them to do.

# Sample Laser Talk

✖ **E** – I have three nieces, and I want nothing more than for them to have a childhood free of preventable disease that allows them to start life on a solid footing.

✖ **P** – But I'm aware how fragile childhood can be. Worldwide, 6.3 million children die each year before they reach their fifth birthday, and most of these deaths are preventable.

✖ **I** – This spring, legislation will be introduced in Congress that could help put us on a track to ending senseless deaths of young children once and for all. The legislation will emphasize transparent, effective funding to save kids, and it's the kind of powerful legislation that first interested me in being an advocate for the end of extreme poverty in the first place.

✖ **C** – No matter where they live, children need our help to thrive. When the bill is introduced, I hope those who represent me in Congress will cosponsor it and make bright futures a priority.

# Questions to ask:

## FOR DOERS

✖ Who will benefit from your solution?

## FOR PROMOTERS

✖ Who is your target audience?
✖ Who will benefit from your awareness campaign?

## FOR EVERYONE

✖ What resources, materials, and costs will you have to consider as you implement your plan?
✖ Who will help you make a difference? (How can you involve other students and the school community in your action plan?)
✖ How will you measure the success of your plan?