

CLEVER KEYNOTES GUIDE

The Four E's of Effective Messaging:

- ✓ Essence: Distill complex ideas into clear and concise messages.
- ✓ Exploration: Create connections between concrete and universal concepts.
- ✓ Emotion: Explain why your audience should care.
- ✓ Elicit: Inspire your audience to reflect, question, and engage with your message.

TOPIC: Calliope Hummingbirds

AUDIENCE: Differently-abled adults, ages 18-25, diverse backgrounds, birders

ORGANIZATION: Bird Conservancy of the Rockies

CONCRETE	UNIVERSALS	ACTIVE VERBS
Metallic-bronze, Green feathers	Adaptability	Whisper
Smallest hummingbird in North America	Beauty	Captivate
Hovering flight	Precision	Reveal
Nectar Feeding	Habitat	Fly
Male- Magenta Rays on throat	Resilience	Migrate
Migration Patterns	Story	Evoke
	Grace	Flutter

SAMPLE: In the world of children, the bold stampede of footsteps tells us tales of resilience and agility.

KEYNOTES

*Use the SAMPLE SENTENCE to recreate one of your own: In the kingdom of Calliope hummingbirds, the delicate flutter of wings whispers to us tales of resilience and agility.

1. The migration of the Calliope Hummingbird reveals stories of resilience and grace.
2. Calliope hummingbirds embody adaptability and resilience as they navigate vast distances and diverse climates.
3. Calliope hummingbirds captivate everyone with their shimmering beauty and graceful flight.

NOW, CREATE YOUR OWN...

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ORGANIZATION: _____

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SAMPLE: The vastness of the ocean teaches us humility, reminding us of the depth of our ignorance and the limitless horizon of our potential.

KEYNOTES

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