MENTAL MODELS FOR PUBLIC SPEAKING

Consider framing your ideas with one or more of the following "mental models":

- Two contrasting nouns or adjectives (e.g., head/heart; illegal/irrelevant)

- A new definition of an old term

- A new slogan and its explanation

- The visions of two competing people or parties

- New relevant data to decide the issue

- The policy analysis framework (evaluating 2 or more options according to specified objectives or criteria)

- Some new alternative to existing positions (i.e. a "third" way)

- The identification of the middle ground between two extremes

- A framework borrowed from some acknowledged expert (e.g., Allison, Kingdon, Zelikow, The 10 Commandments)

- Clever application of a well-known fable, myth, or aphorism

- The identification of key variables in a case study that make all the difference

- The refutation of 1 or 2 obvious counterarguments

- The unveiling of some hidden assumption(s)—in an argument or in the language used to make it

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