

## **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**