



ifis

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Was ist ein „guter“ Vortrag?

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The background of the image is a faded, grayscale image of the book cover for 'Made to Stick: Why Some Ideas Survive and Others Die' by Chip Heath and Dan Heath. The cover features the title 'MADE TO STICK' in large, bold, white letters. Above the title, it says 'NEW YORK TIMES BESTSELLER'. Below the title, it says 'Why Some Ideas Survive and Others Die'. At the bottom of the cover, it says 'With ADDED MATERIAL (now Extra!)'. The authors' names, 'Chip Heath & Dan Heath', are also visible.

“There is almost no correlation between ‘speaking talent’ and the ability to make ideas stick.”

Sechs Kriterien

S
Simple
Unexpected
Concrete
Credible
Emotional
Stories

S

Herbert Paul Grice:

Logic and Conversation (1975)

Quantity:

- Say no less than the conversation requires.
- Say no more than the conversation requires.

Manner:

- Don't be obscure.
- Don't be ambiguous.
- Be brief.
- Be orderly.

Quality:

- Don't say what you believe to be false.
- Don't say things for which you lack evidence.

Relevance:

- Be relevant.