



HOW TO CAPTIVATE

learn to hold attention and spark action
with every talk and presentation you give

JAY ACUNZO*



**JAY
ACUNZO***

jayacunzo.com

professional speaker &
public speaking advisor

Google



KPMG



Zillow



HubSpot



Harvard
Business
School



informa

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atlanta



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toronto



amsterdam



nashville



napa



RESONANCE OVER REACH
how to stay in the attention
and become highly sought

tucson



boston



pittsburgh



**we all have our nervous tics
and our safety behaviors**



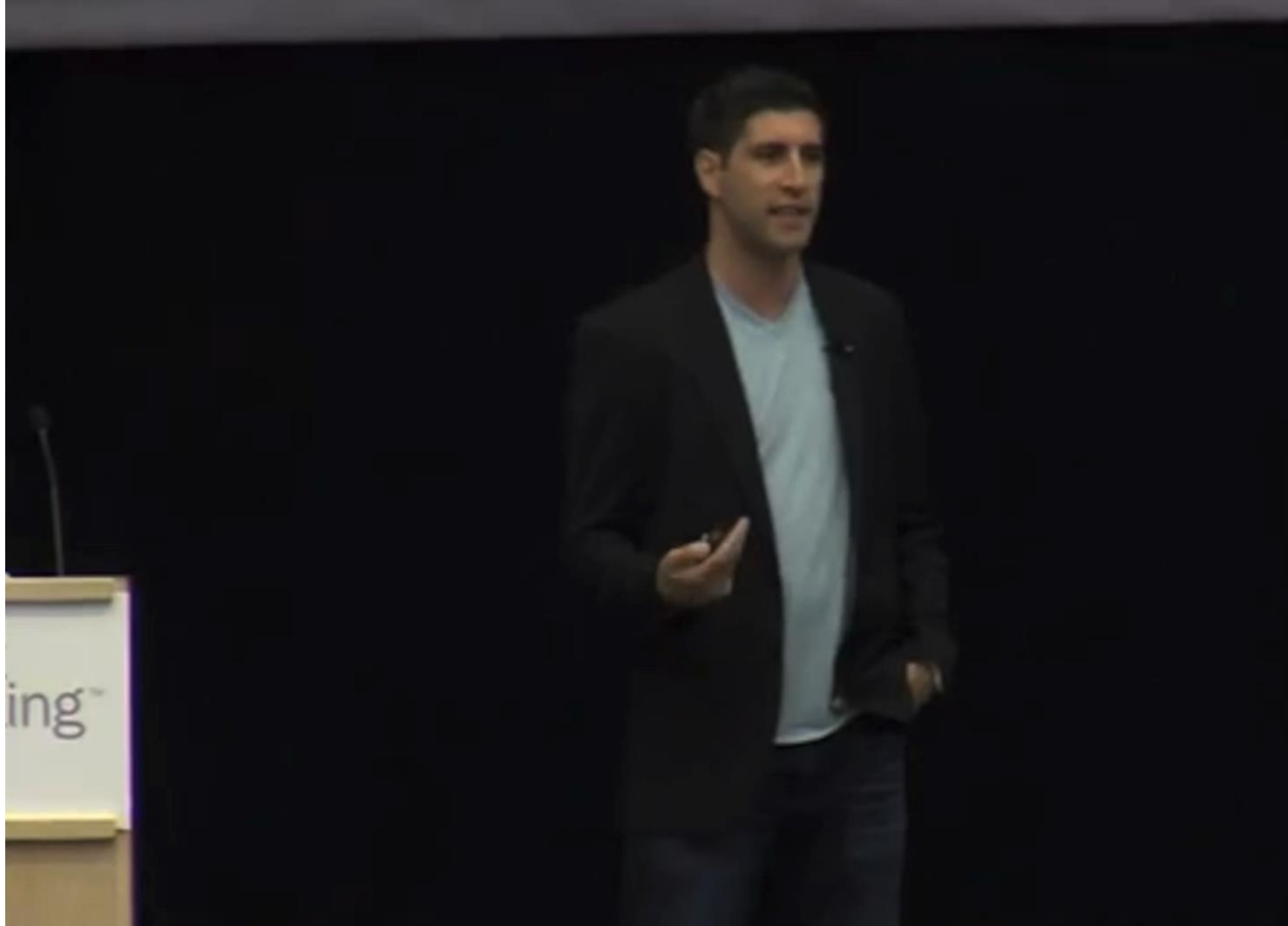
2014



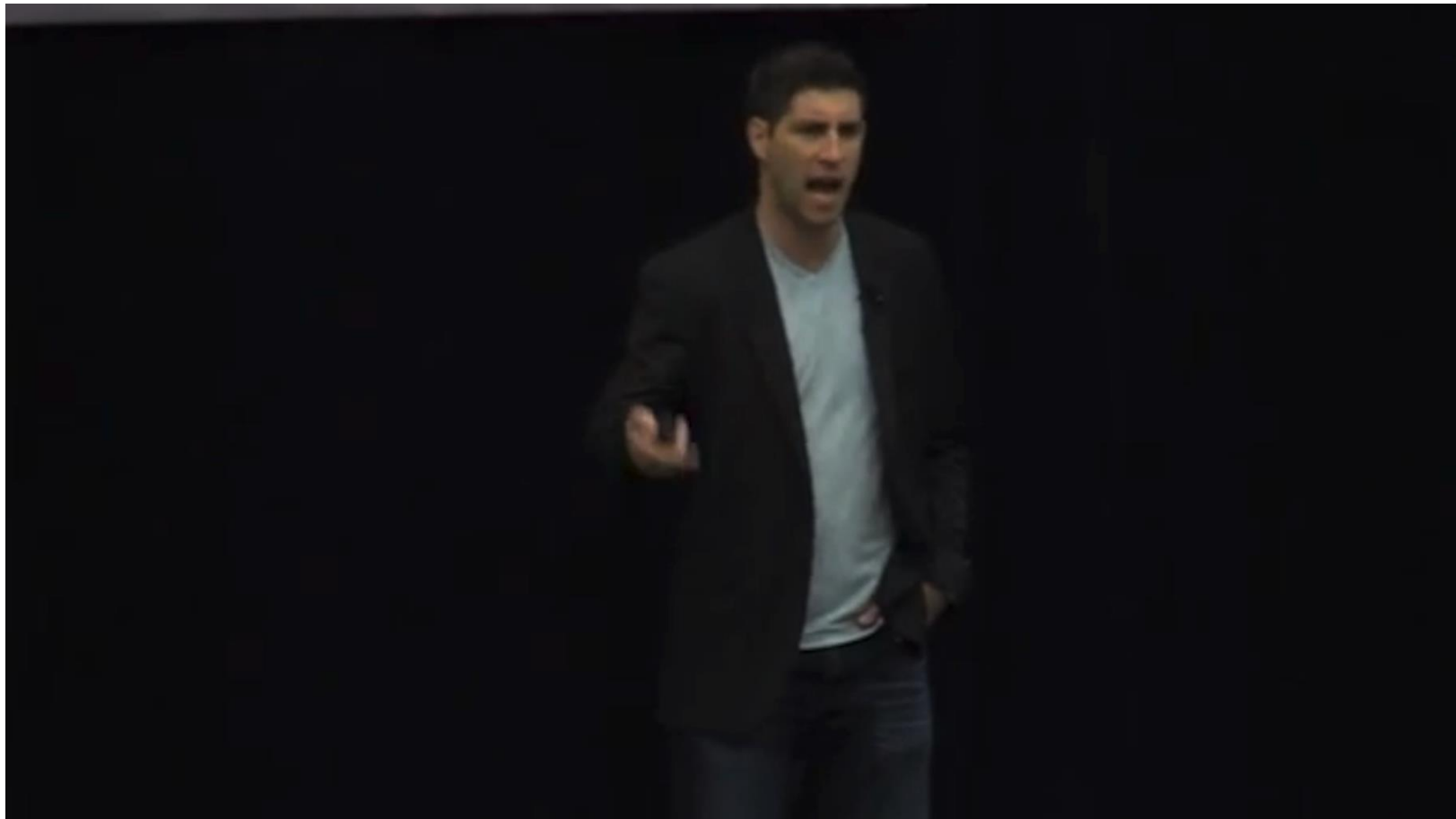
2014



2014



2014



2014



2014



2014



**available for birthdays,
bar mitzvahs, and
pocket-related events.**

“that’s not their fault. it’s yours.”

in any speech or presentation,
you don't have a captive audience.

you need to captivate.

in any speech or presentation,
you don't have a captive audience.

even more obvious
for virtual events

you need to **captivate.**

3 simple ways to make any talk immediately more captivating

1

2

3

3 simple ways to make any talk immediately more captivating

1 navigate your nerves

2

3

3 simple ways to make any talk
immediately more captivating

1 navigate your nerves

2 structure the talk to grip them

3

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3 teach through story

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nerves negatively affect the **experience**
because nerves affect your **pace**.

when we are nervous, ***we speed up...***



unhelpful advice (nothing to aim for):



unhelpful advice (nothing to aim for):

go slower



unhelpful advice (nothing to aim for):

go slower

“don’t go that fast.”

(so where do i go?)

“your pace isn’t right.”

← (so what *is* right?) →



helpful advice (a tangible target):



way too slow

slightly too slow

just right

slightly too fast

way too fast

helpful advice (a tangible target):
**go slightly slower
than you're comfortable**



way too slow

slightly too slow

just right

slightly too fast

way too fast

until you are highly practiced
and have calibrated your voice,
how you hear yourself ●



way too slow

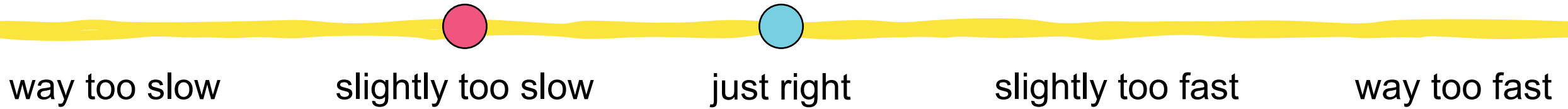
slightly too slow

just right

slightly too fast

way too fast

until you are highly practiced
and have calibrated your voice,
how you hear yourself ●
is different than
how they hear you. ●



nerves and pace are tightly linked.

until you've given tons of talks, you won't control your nerves.
but no matter your level, you can always control your pace.

**the way to “get over” being nervous
is to consciously consider your pace.**



way too slow

slightly too slow

just right

slightly too fast

way too fast

if you are nervous,
especially to start,
go slightly slower
than feels right to you,
and you will feel
just right to them.



1. internalize your first 2 lines
2. smile, breathe, say thanks
3. start slightly slower than feels right



3 simple ways to make any talk immediately more captivating



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teach through story

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an effective presentation is structured as

an **argument.**

you can't just shove a bunch of ideas at them
and expect anything to get better.

stop delivering a “wall of smarts.”

start getting buy-in for your ideas and message.

most people demand the audience cares



the best speakers build a logical case



where they're
at **before**
the talk



where you
want them to be
after the talk

the problem is, YOU don't need the argument.
YOU are already bought in, so YOU skip to the end.

ABCDEFGHIJKLMN OPQRSTUVWXYZ **xyz**

effective speakers craft more compelling arguments
by anticipating the audience's needs every step:

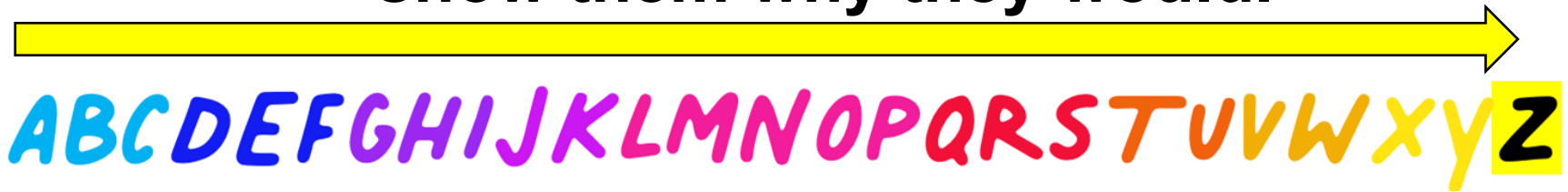
ABCDEFGHIJKLMNOPQRSTUVWXYZ

if you make leaps in logic or don't get buy-in for any reason,
they'll feel confused and frustrated—**and they're out.**

giving a talk is assuming the posture of a leader.
your job as a **leader** is to give them what you know they **need**
(even before they want it)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

your job as a **speaker** is to
show them why they would.



the flow of a captivating speech (aka, your argument)

align

agitate

assert

invite

michelle warner

business strategist and
business model designer



she wants buy-in for this idea:
**to build a sustainable small
business, you need to think
sequence over strategy.**



michelle warner's argument

align – agitate – assert – invite



michelle warner's argument

align – agitate – assert – invite

you sell services, and you're ready for things to be more sustainable, so the business grows easier and fits your life better. but while you're great at your thing, nobody taught you to build a business, so you read some posts, bought some books, followed the gurus, and that worked a bit, but it still doesn't feel smooth.



Michelle Warner's argument

align – agitate – assert – invite

you sell services, and you're ready for things to be more sustainable, so the business grows easier and fits your life better. but while you're great at your thing, nobody taught you to build a business, so you read some posts, bought some books, followed the gurus, and that worked a bit, but it still doesn't feel smooth.

lately, the work is causing burnout and lots of internal questioning of your abilities and your direction. now you're blaming yourself and lurching between playbooks. the thing is, you were throwing spaghetti against the wall and introducing too many variables to know which to kill and which to repeat. when things aren't repeatable, they aren't sustainable. finding a new playbook or strategy isn't what you need.



michelle warner's argument

align – agitate – **assert** – invite

you sell services, and you're ready for things to be more sustainable, so the business grows easier and fits your life better. but while you're great at your thing, nobody taught you to build a business, so you read some posts, bought some books, followed the gurus, and that worked a bit, but it still doesn't feel smooth.

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think sequence over strategy. knowing the next right move matters more than knowing all the moves. doing things in the right order matters more than doing anything particularly well. be the kind of person who says, "i don't have all the answers, but i'm going to move forward anyway." ask yourself: what's the next right action to take so that, over time, you develop the right approach for you? skip the blueprints and the playbooks.

→ forget the strategy. you need a sequence. ←



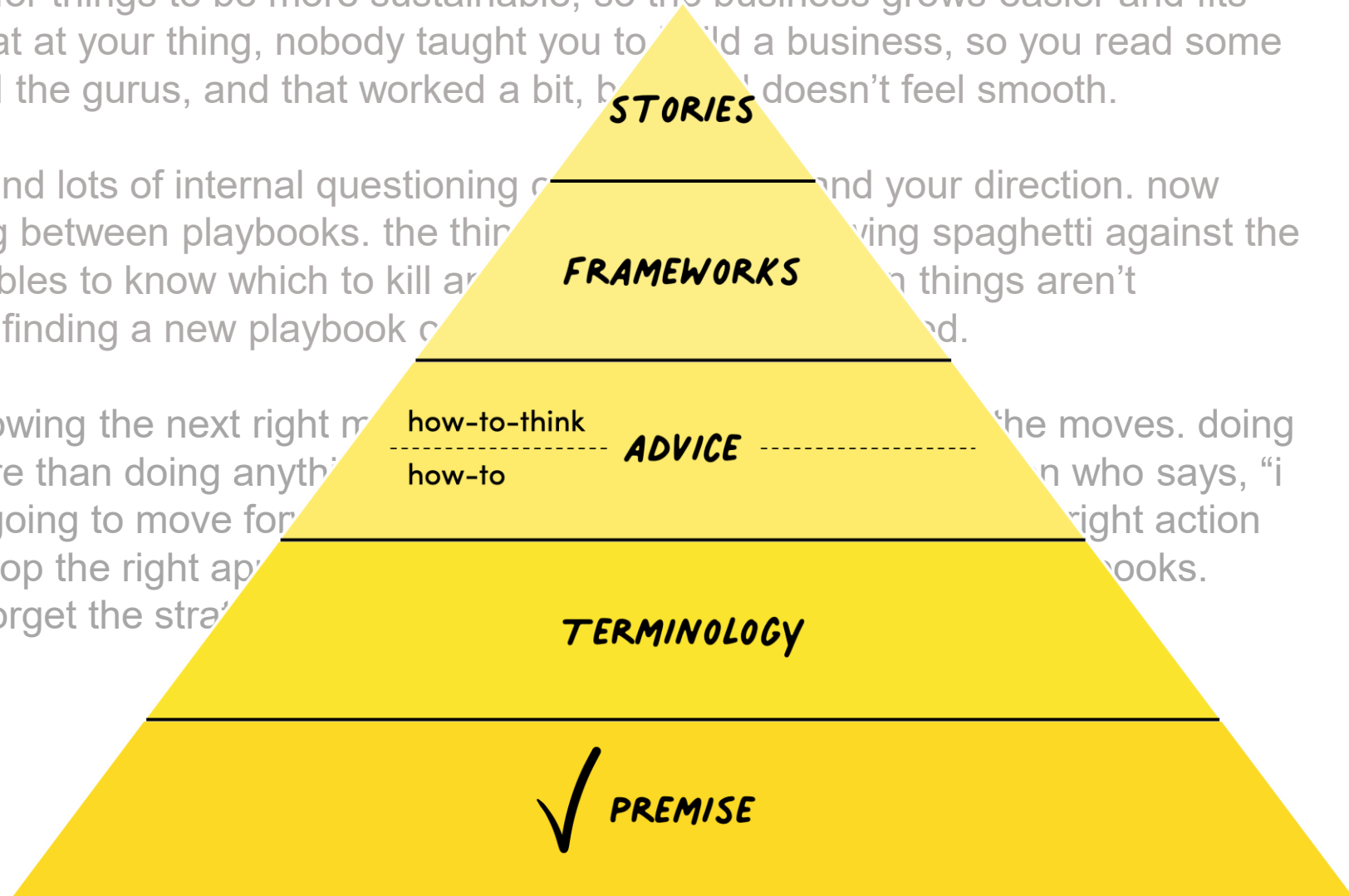
michelle warner's argument

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lately, the work is causing burnout and lots of internal questioning about your direction. now you're blaming yourself and lurching between playbooks. the thing is, throwing spaghetti against the wall and introducing too many variables to know which to kill are things that aren't repeatable, they aren't sustainable. finding a new playbook is needed.

✓ **think sequence over strategy.** knowing the next right move is the moves. doing things in the right order matters more than doing anything. a person who says, "i don't have all the answers, but i'm going to move forward with the right action to take so that, over time, you develop the right approach." books.
→ forget the strategy



michelle warner's argument

align – agitate – assert – **invite**

you sell services, and you're ready for things to be more sustainable, so the business grows easier and fits your life better. but while you're great at your thing, nobody taught you to start a business, so you read some posts, bought some books, followed the gurus, and now you're stuck. it doesn't feel smooth.

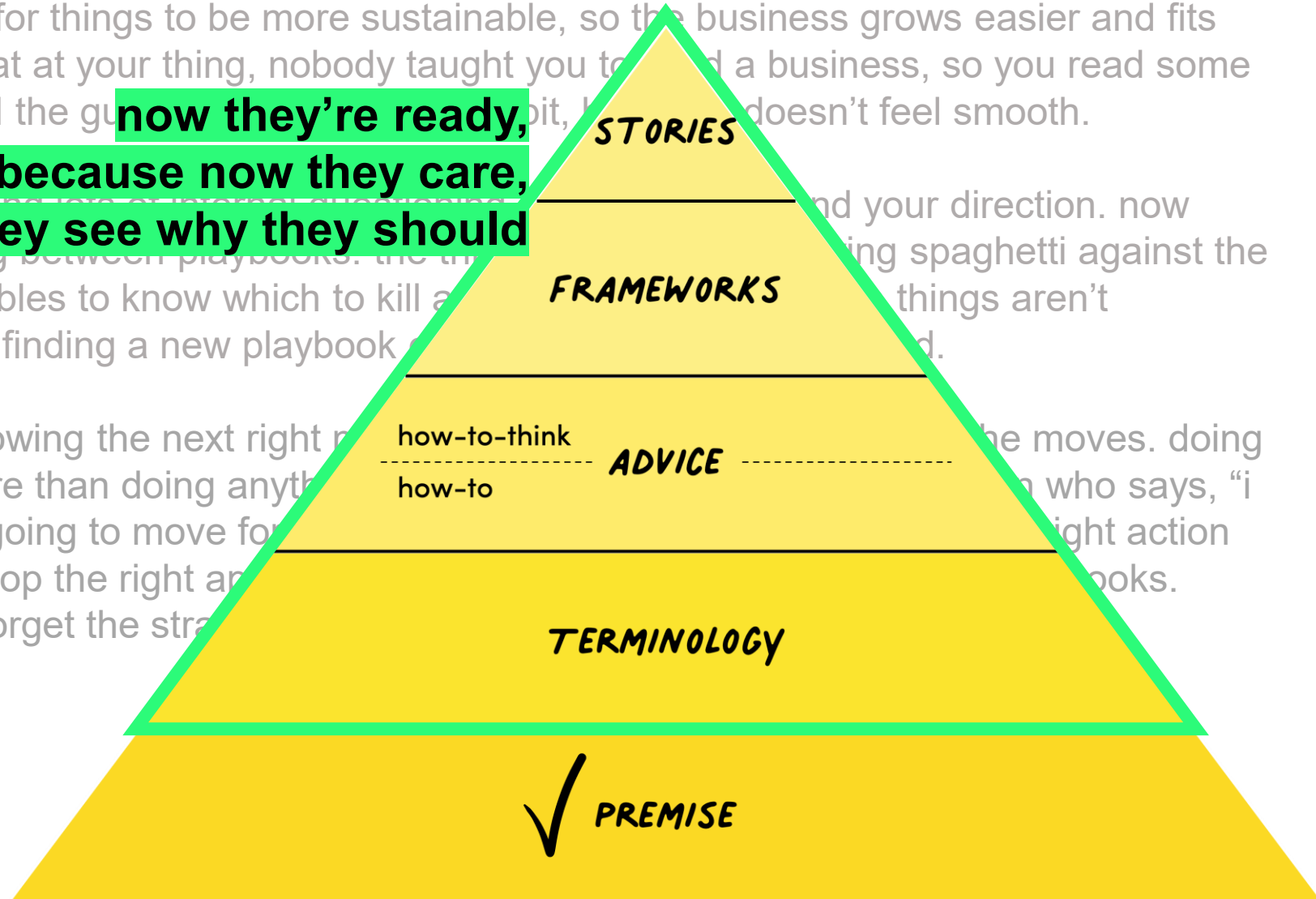
now they're ready,

because now they care,

because now they see why they should

lately, the work is causing burnout and lots of internal dysfunction. and your direction. now you're blaming yourself and juggling between playbooks. the things you're trying spaghetti against the wall and introducing too many variables to know which to kill a few. things aren't repeatable, they aren't sustainable. finding a new playbook is hard.

✓ **think sequence over strategy.** knowing the next right move is the moves. doing things in the right order matters more than doing anything. who says, "i don't have all the answers, but i'm going to move forward with the right action to take so that, over time, you develop the right approach." books. → forget the strategy



michelle warner's argument

align at the start to immediately grip them

you sell services, and you're ready for things to be more sustainable, so the business grows easier and fits your life better. but while you're great at your thing, nobody taught you to build a business, so you read some posts, bought some books, followed the gurus, and that worked a bit, but it still doesn't feel smooth.

agitate the problem(s) to raise the stakes

lately, the work is causing burnout and lots of internal questioning of your abilities and your direction. now you're blaming yourself and lurching between playbooks. the thing is, you were throwing spaghetti against the wall and introducing too many variables to know which to kill and which to repeat. when things aren't repeatable, they aren't sustainable. finding a new playbook or strategy isn't what you need.

assert your premise for what to change (a better way to think and act)

think sequence over strategy. knowing the next right move matters more than knowing all the moves. doing things in the right order matters more than doing anything particularly well. be the kind of person who says, "i don't have all the answers, but i'm going to move forward anyway." ask yourself: what's the next right action to take so that, over time, you develop the right approach for you? skip the blueprints and the playbooks.

→ forget the strategy. you need a sequence. ←

invite them to enact this important change (stories + methods)



michelle warner's argument

align at the start to immediately grip them

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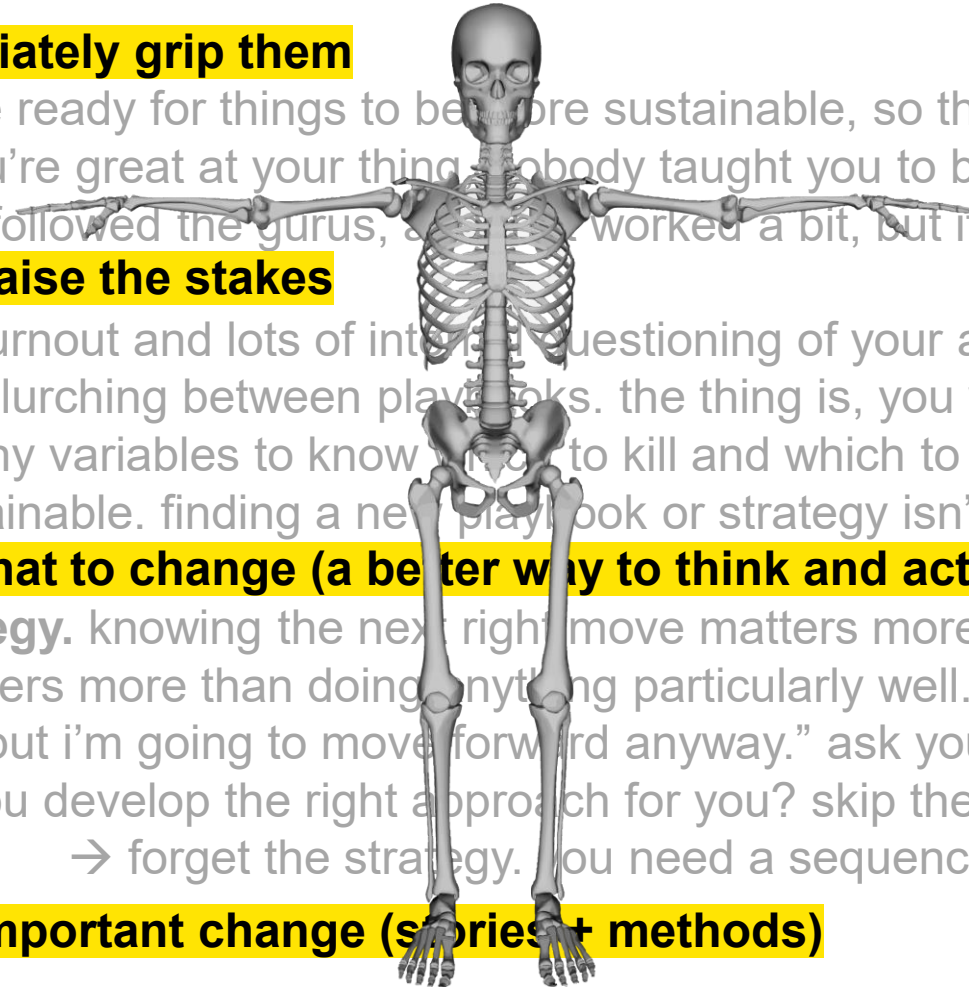
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assert your premise for what to change (a better way to think and act)

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→ forget the strategy. you need a sequence. ←

invite them to enact this important change (stories + methods)





to structure a speech is really to structure

an **argument.**



give them what you know they **need**,
but show them why they'd **want** it.

don't assume they'll care. **make the case.**



3 simple ways to make any talk immediately more captivating



1

navigate your nerves



2

structure the talk to grip them

3

teach through story

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teach through story

“i don’t have any good stories.”



“i don’t have any good stories.”



good stories are noteworthy
(they don’t need to be newsworthy)

AI and people both rely on LLMs
as their foundations.

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as their foundations.

AI has large language models.

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as their foundations.

AI has large language models.


PEOPLE HAVE LITTLE LIFE MOMENTS.





Five horizontal light blue bars stacked vertically, representing a list or a sequence of steps.





framework for telling good stories
(take something noteworthy and develop it)

 at a time, person was in a setting









 when i was 10, i was waiting for a table at a seafood place

 the other day, mike was on a sales call with a b2b brand

 last week, my wife went to her office in downtown boston

 in 1993, avery was working as an engineer in nyc



at a time, person was in a setting



when i was 10, i was waiting for a table at a seafood place



at a time, person was in a setting






they desire something, so they act (1→2→3)






when i was 10, i was waiting for a table at a seafood place













kill an hour → walk the beach + poppie joined + explore the rocks






 at a time, person was in a setting
 they desire something, so they act (1→2→3)
 but tension! (obstacles, questions, setbacks)













 when i was 10, i was waiting for a table at a seafood place
 kill an hour → walk the beach + poppie joined + explore the rocks
 man catching & stranding sharks + lil jay kept throwing them back

-  at a time, person was in a setting
-  they desire something, so they act (1→2→3)
-  but tension! (obstacles, questions, setbacks)
-  then, a turning point! (something surprising)
-  

-  when i was 10, i was waiting for a table at a seafood place
-  kill an hour → walk the beach + poppie joined + explore the rocks
-  man catching & stranding sharks + lil jay kept throwing them back
-  the man started eyeing me + poppie eyed the man eyeing me

-  at a time, person was in a setting
-  they desire something, so they act (1→2→3)
-  but tension! (obstacles, questions, setbacks)
-  then, a turning point! (something surprising)
-  which helps them fulfill their desire (but better).

-  when i was 10, i was waiting for a table at a seafood place
-  kill an hour → walk the beach + poppie joined + explore the rocks
-  man catching & stranding sharks + lil jay kept throwing them back
-  the man started eyeing me + poppie eyed the man eyeing me
-  i spent the next hour happily saving the sharks before dinner

-  at a time, person was in a setting
-  they desire something, so they act (1→2→3)
-  but tension! (obstacles, questions, setbacks)
-  then, a turning point! (something surprising)
-  which helps them fulfill their desire (but better).

?
?



2 missing ingredients
to **teach** through story








“there is something about the judgment of strangers.

“it’s as if, by their status as strangers, they have some special, instantaneous insight into who we are.

“their vision isn’t clouded by our feeble attempts to charm our friends and the people we work with.”



-  at a time, person was in a setting
-  they desire something, so they act (1→2→3)
-  but tension! (obstacles, questions, setbacks)
-  then, a turning point! (something surprising)
-  which helps them fulfill their desire (but better)








you turned a noteworthy moment into a good story.

-  what you notice (reflect on it)

you reflect on the story you told [the edge between action & meaning]

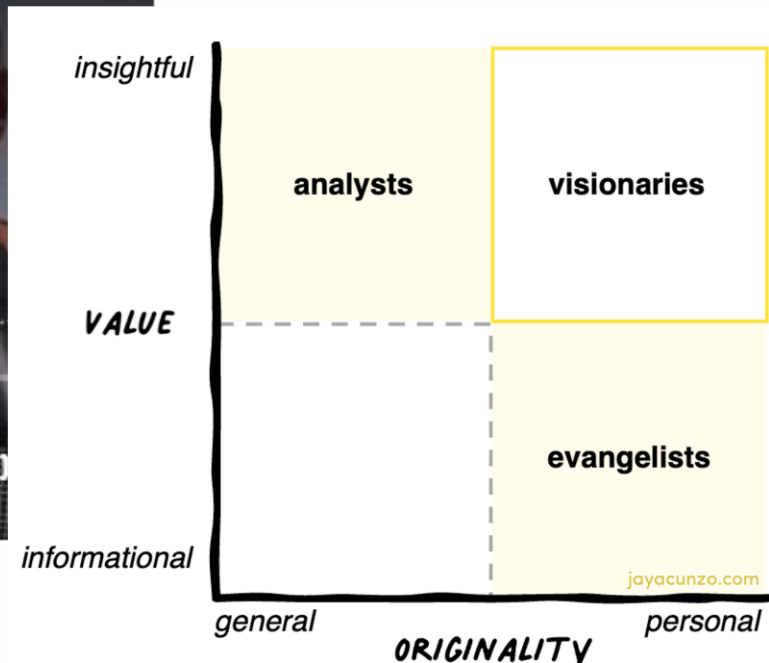
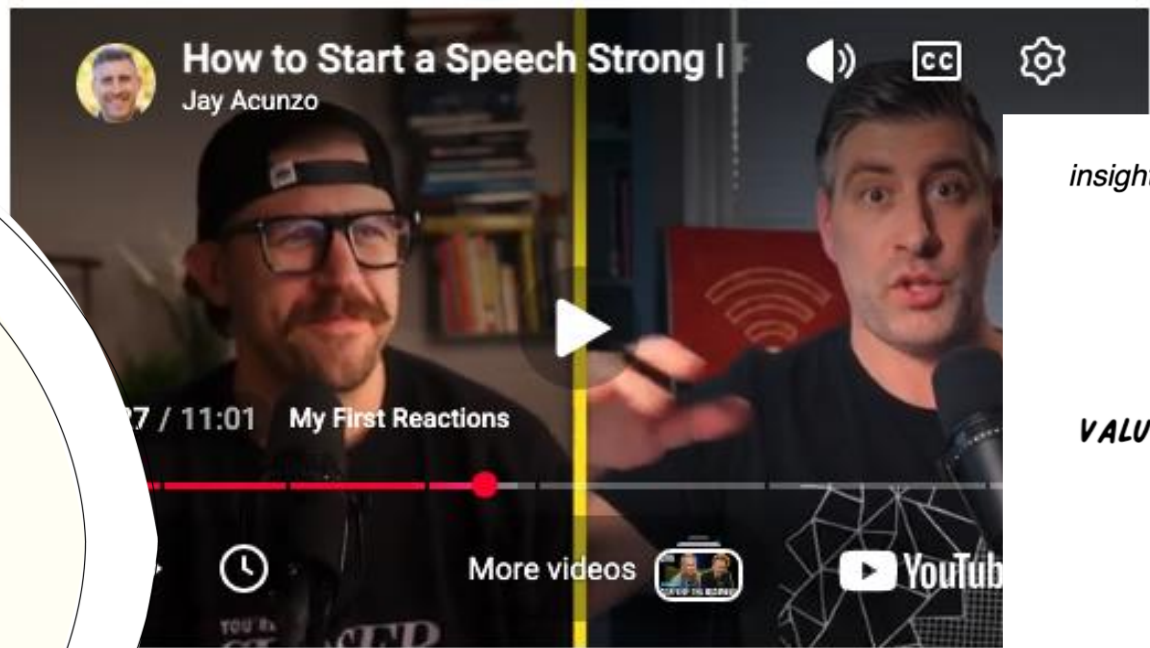
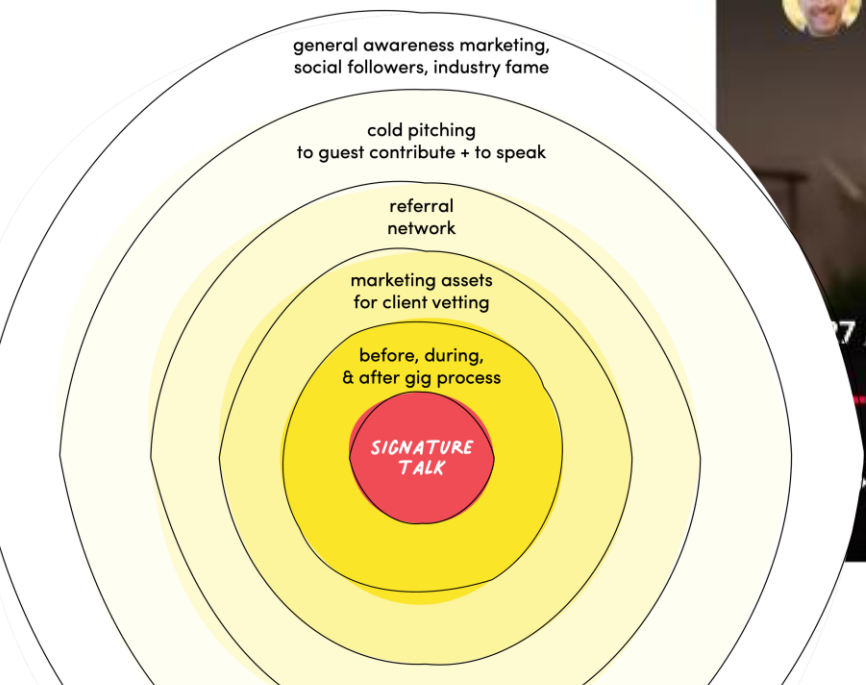
-  what you learned (teach through it)

“that’s the thing about...” [topic + lesson]

-  when i was 10, i was waiting for a table at a seafood place
-  kill an hour → walk the beach + poppie joined + explore the rocks
-  man catching & stranding sharks + lil jay kept throwing them back
-  the man started eyeing me + poppie eyed the man eyeing me
-  i spent the next hour happily saving the sharks before dinner
-  looking back, i realize: i didn't think, "i'm just a kid" or "i'm just 1 person" or "this won't matter." something felt wrong, so i acted to make it right.
-  that's the thing about witnessing injustice: it's easy to rationalize why we can't improve things, but if we *don't* act, then we guarantee that things won't improve. it's like what margaret mead said: "never doubt that a small group of thoughtful, committed citizens can change the world. indeed, it's the only thing that ever has." if something feels wrong, take action—any action. we don't know what will happen. all we can do is try. keep going. keep fighting for what's right. keep throwing the sharks back.

GET BOOKED CONSISTENTLY + DELIVER STRONGER SPEECHES

jayacunzo.com/speaking-resources





we all want our talks to hold attention and inspire action.





“that’s not their fault. it’s yours.”

3 simple ways to make any talk immediately more captivating

1 navigate your nerves:
go slightly slower than you're comfortable

2 structure the talk to grip them:
craft your speech as a logical argument

3 teach through story
“that’s the thing about...”

...public speaking:

in any speech or presentation,
you don't have a captive audience.

you need to **captivate.**

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