

The Abstract

Structure

- Pick one story and unpack it.
- Put the important facts first.
- Specify the takeaways.
- How will you give the audience a superpower?
- Background and introduction / problem statement.
- Stay away from product pitches.

Style

- Be succinct.
- Be specific.
- Capture your excitement and passion about it.
- Use inclusive language and avoid shaming.
- Show them you've been there.
- Show, don't tell.
- Be vulnerable. It's powerful because it reassures people that they're not alone.
- Check the detail, make it polished.