

# Stefnumótun Rótarýklúbbs Reykjavíkur miðborgar Maí 2016



Styrkur  
Veikleikar  
Ógnanir  
Tækifæri

# Hvað gerir okkar klúbb einstakan

- Klúbburinn er með öflugan ferðaklúbb.
- Klúbburinn þykir áhugaverður
- Góð staðsetning
- Kynjaskipting er nokkuð jöfn.
- Klúbburinn hefur verið virkur í stuðningi við UNICEF



# Hvar viljum við vera stödd í júlí 2017



- Rótarýsjóðurinn – persónuleg eigin framlög
- Fleiri samræður á borðum í stað fyrirlestra.
- Hvatt verður til þess að félagar segi sögur úr lífi sínu
- Viðhalda stærð klúbbsins – um 80 manns
- Styrkja samfélagsverkefni
- Auka kynni klúbbfélaga með nafnspjöldum á hverju borði

# Hvar viljum við vera stödd í júlí 2017

- Samstarf við aðra klúbba í umhverfismálum.
- Viðhalda kynjahlutfalli í klúbbum
- Passa vel upp á tímamörk funda – gefa tíma í umræður.
- Koma með tillögur að þemamánuði.
- HALDA VEL UPP Á 1000. FUND KLÚBBSINS





Góð kynning ?

Góð framsögn ?

Góður ræðumaður ?

Góð ræða ?

# Hvernig þekkjum við góðan ræðumann ?

- **Hann setur sig í fótspor áheyrenda**
- **Undirbýr sig!**
- **Þekkir umræðuefnið**
  
- **Hefur ástríðu fyrir efninu**
- **Segir eitthvað nýtt**
- **Minnisstæð skilaboð**





Það sem ég ætla að segja ykkur núna er mjög **áhugavert og einstakt!**



# Ræðulist í skólum Garðabæjar

RÓTARÝ  
KLÚBBURINN



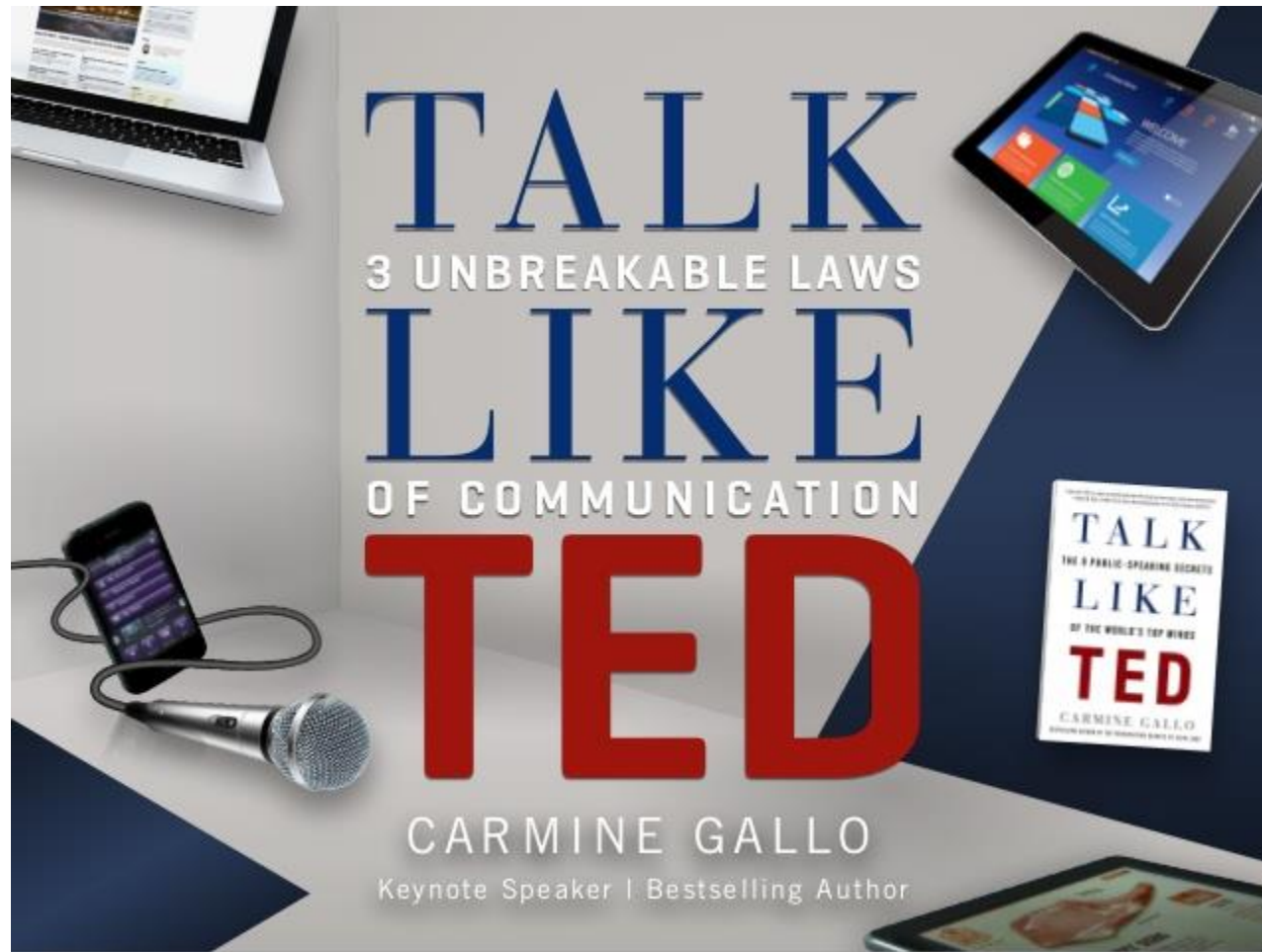
GÖRÐUM

Af máli má manninn þekkja ...

Unglinganámskeið Rótarý í Ræðulist URR!

Rótarýklúbburinn Görðum





<http://www.slideshare.net/cvgallo/talk-liketed-slideshare-fina-lck>

1

## Emotional

Touch my  
heart

2

## Novel

Teach me  
something  
new

3

## Memorable

Present content  
in ways I'll  
never forget

Ask yourself,

**“What makes  
my heart sing?”**



Researchers are finding that

**passion is  
contagious**

- and they can prove it scientifically.



Master the art of  
storytelling

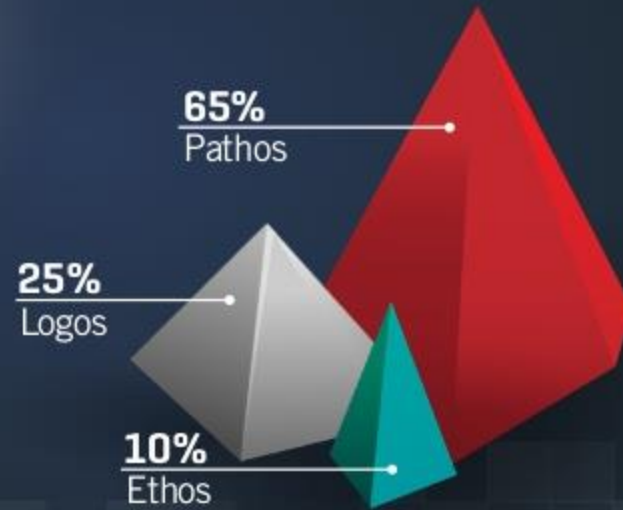


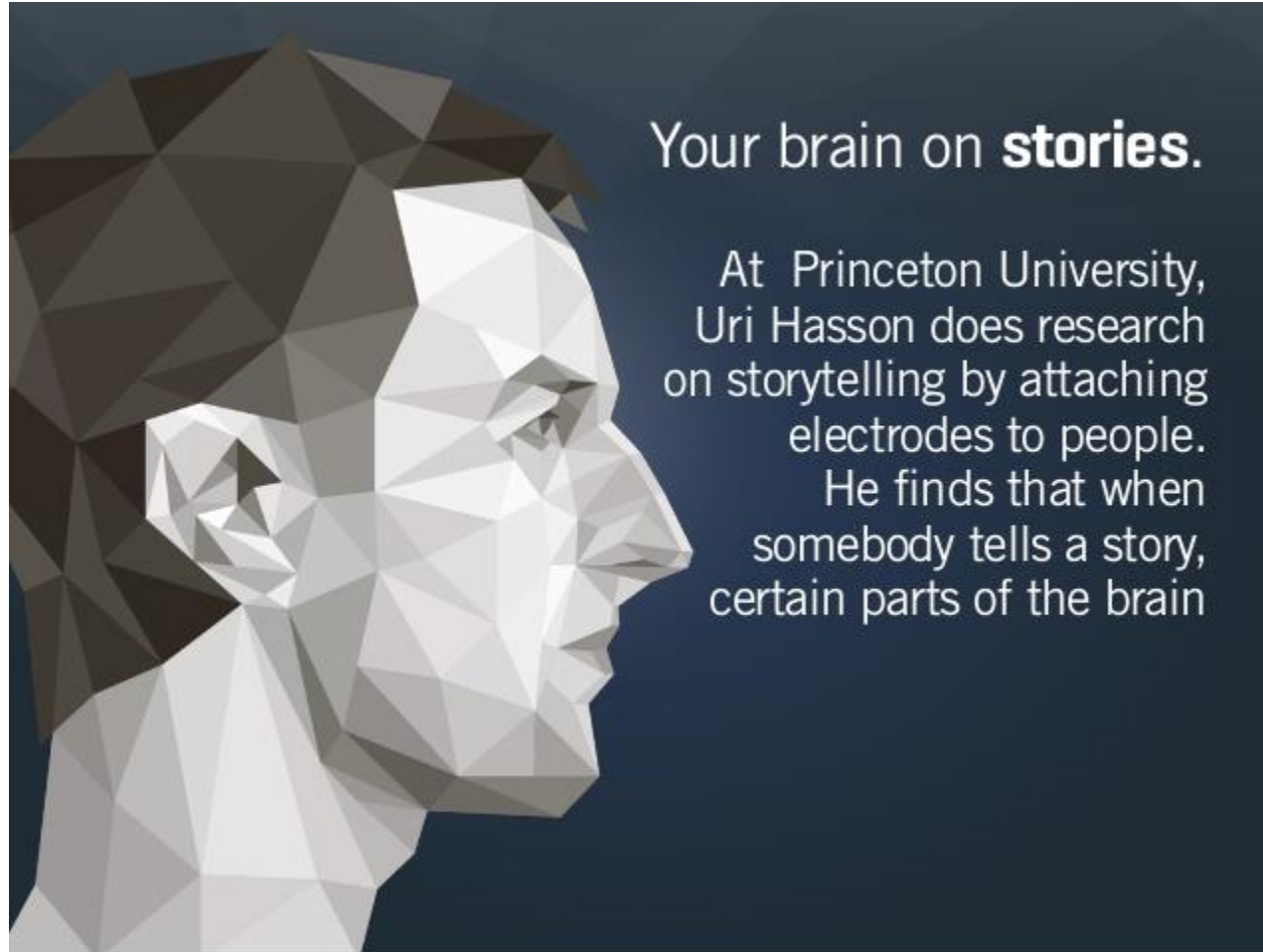


**Stories** are just  
**data** with a **soul**.

BRENÉ BROWN  
TEDx Houston, 2010

Storytelling is what Aristotle called "**Pathos**," one of three components of persuasion.

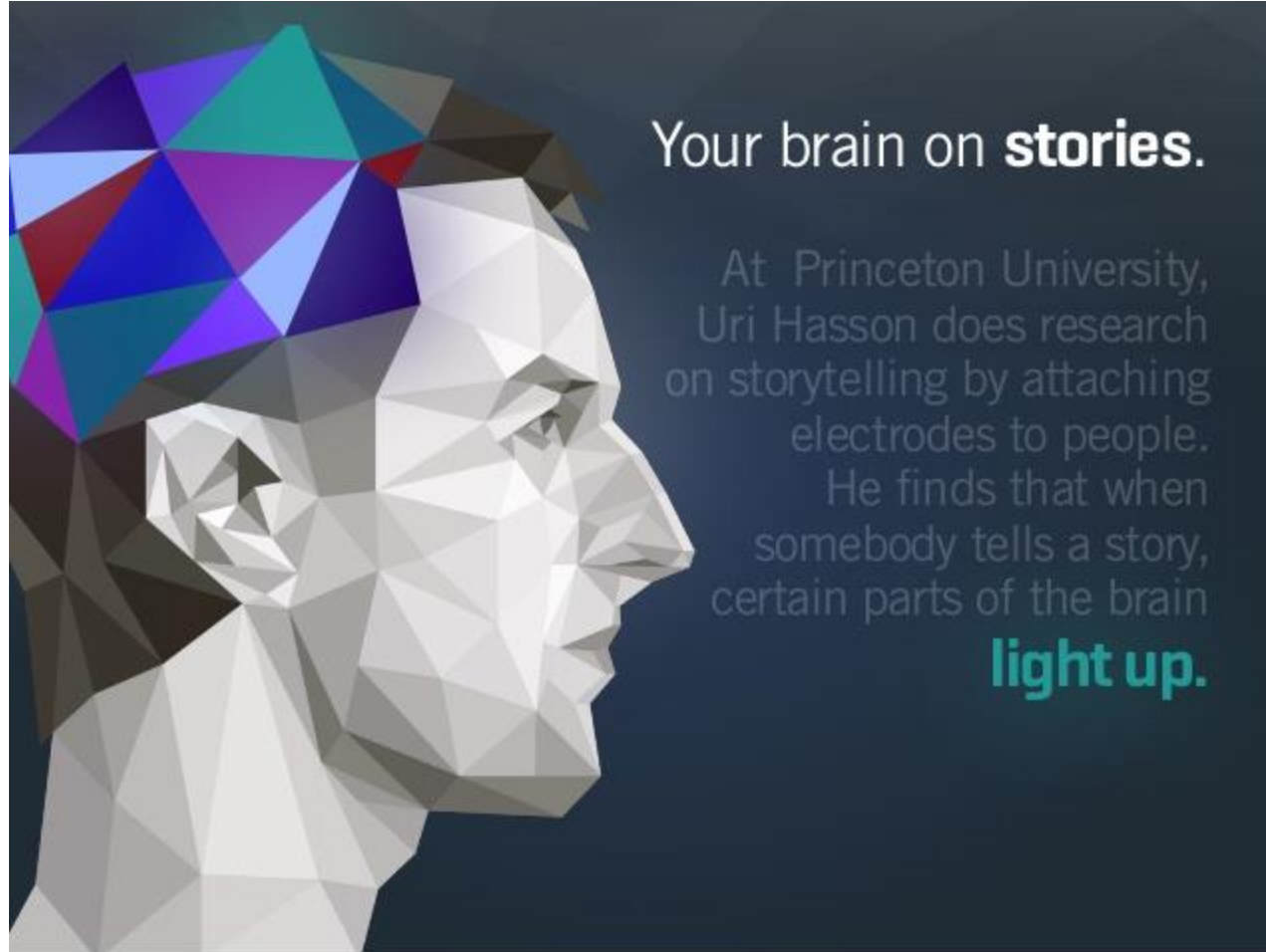




## Your brain on **stories**.

At Princeton University, Uri Hasson does research on storytelling by attaching electrodes to people.

He finds that when somebody tells a story, certain parts of the brain

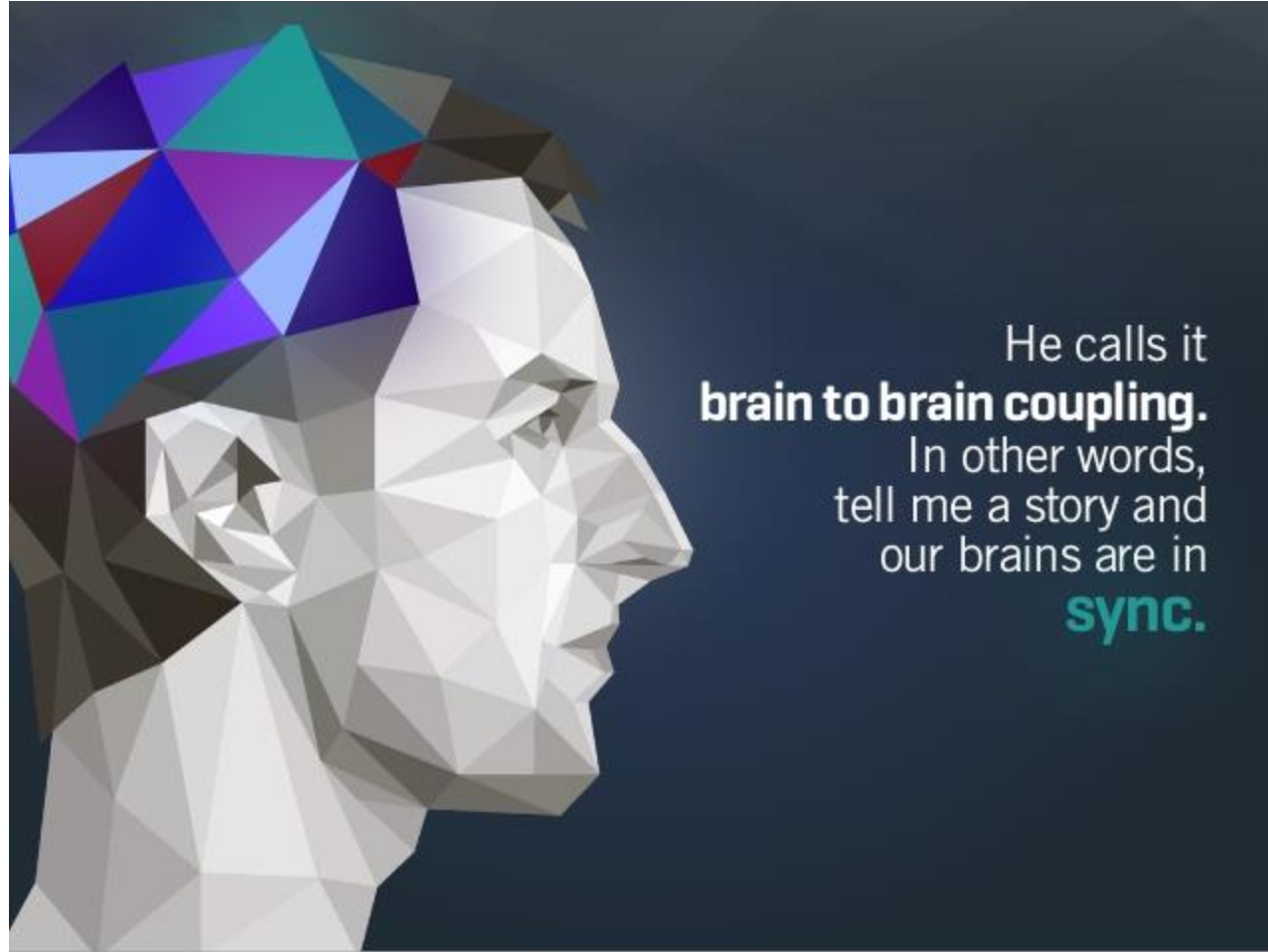


## Your brain on **stories.**

At Princeton University, Uri Hasson does research on storytelling by attaching electrodes to people.

He finds that when somebody tells a story, certain parts of the brain

**light up.**



He calls it  
**brain to brain coupling.**  
In other words,  
tell me a story and  
our brains are in  
**sync.**



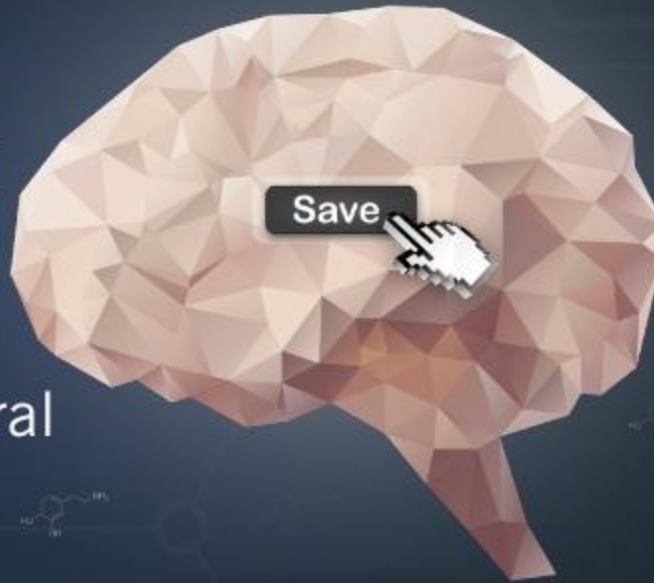
2

**Emotional**  
Touch my  
heart

**Novel**  
Teach me  
something new

**Memorable**  
Present content  
I'll never  
forget

A **fresh, new,**  
and **unexpected**  
**twist** on an old  
idea releases  
**dopamine,**  
your brain's natural  
"save button."





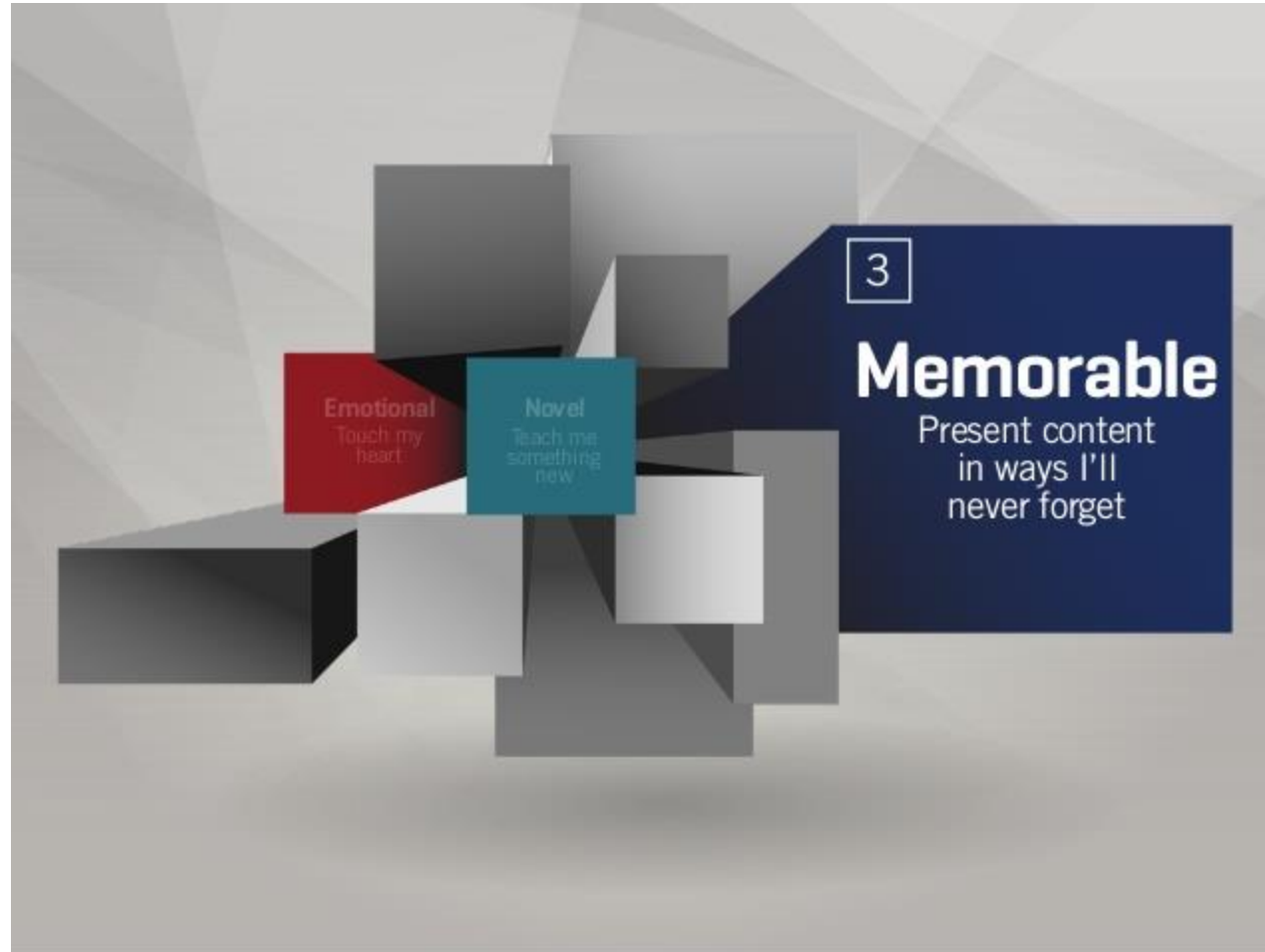
**The jaw-dropping moment.**

“Thou shalt not simply  
trot out thy usual shtick.”

TEDCommandment

BILL GATES  
made headlines when  
he released **mosquitoes**  
into the audience during a  
**presentation on malaria.**









Stick to the  
**18 minute rule.**

**No** TED speaker is allowed to talk  
for more than **18 minutes.**

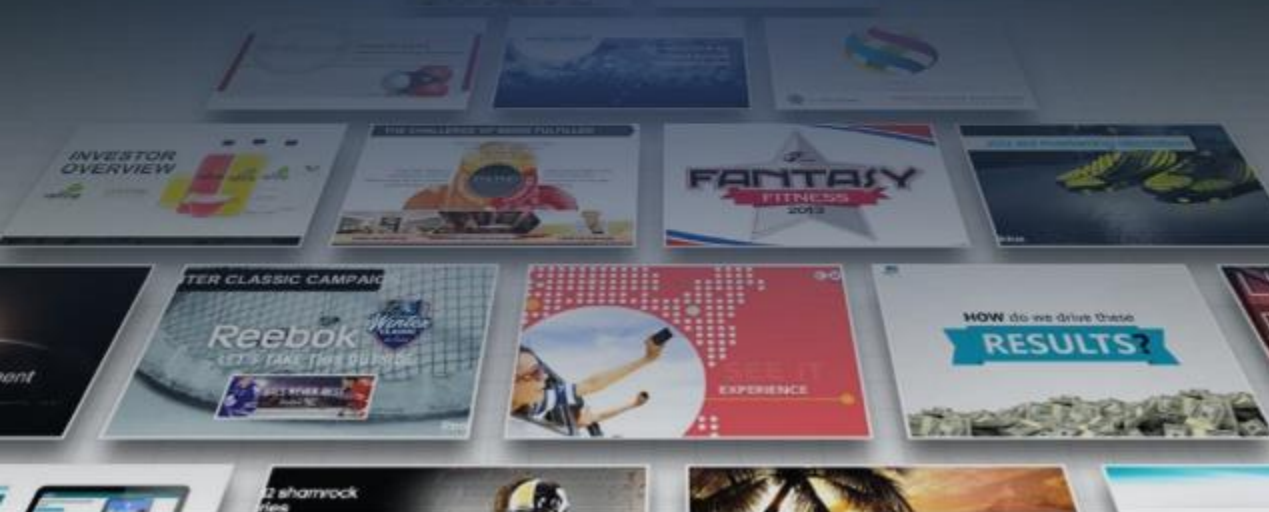
It turns out 18 minutes is the **ideal length**  
of time to deliver a presentation.

**18 minutes** is long  
enough to be **serious**  
and **short** enough to  
**hold people's attention.**

CHRIS ANDERSON  
TED Curator



Create **visually intriguing** slides.

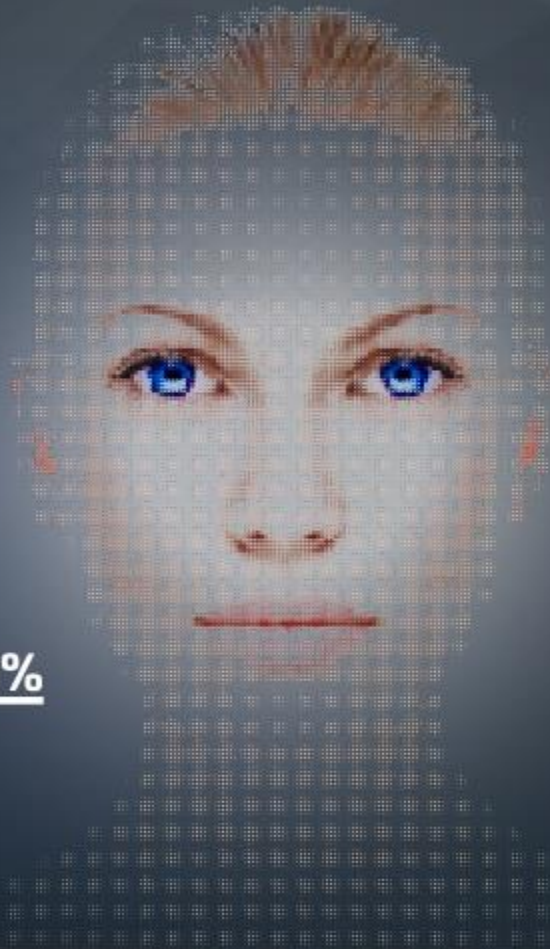
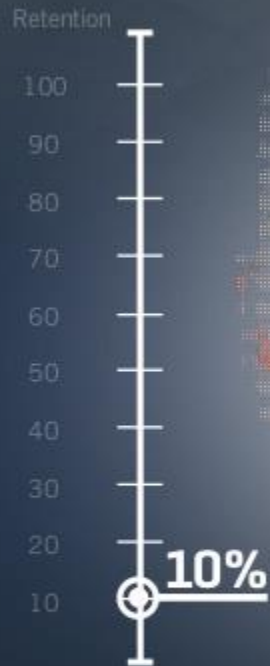


Scientists have produced a mountain of evidence showing that concepts presented as **pictures** instead of **words** are **more likely to be remembered**.

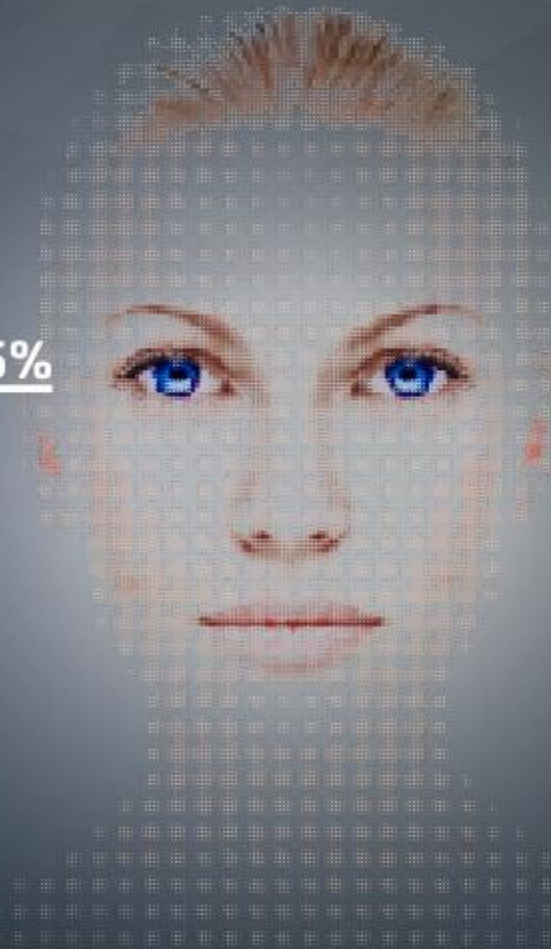




If you hear information delivered verbally, you will remember **10%** of the information.



If you hear information delivered verbally, you will remember **10%** of the information. Add a picture and retention soars to **65%**.



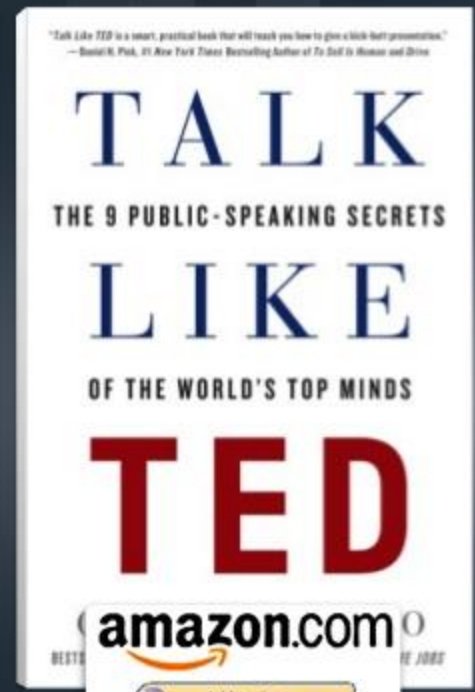
**Bill Gates** and **Bono** are examples of TED speakers who had slides with **no bullet points**.



The slides were **photographs, images,** or **animations**.







Join my list



Go to [TalkLikeTED.com](http://TalkLikeTED.com) to sign up and receive a free video and pdf.

