SO... YOU WANT TO SUBMIT TO BE A SPEAKER

a workshop taking a deeper look on conference abstracts
RAISE YOUR HAND!
WHO AM I?

Product Manager

Button Pusher

Maker

Copywriter

Scrum Master

Blogger

Tester

Product Owner

Coach

CSM

Mobile Evangelist

Author

Twitter Addict

Blogger

PM Lead

CSP

Sports Anchor

Sales

CPO

Batman

Twitter Addict

Sports Anchor

Father

Change Agent

Graphic Designer

CSP

CPO
UNDERSTAND WHAT THE SUBMISSION PROCESS IS LIKE FOR A PROGRAM TEAM

LEARN NEW AVENUES TO DISCOVER NEW TOPICS TO SUBMIT ABSTRACTS

DEMONSTRATE THE MECHANICS OF A GREAT HEADLINE, ABSTRACT AND LEARNING OBJECTIVES

TAKE ADVANTAGE OF FEEDBACK FROM OTHERS
Nov 16/18 - Track Description Due
Dec 1/18 to Jan 26/19 - Submission System Open for New Submissions
Jan 27/19 to Feb 23/19 - Submission System Closed for new submissions, still Open for Edits
Mar 9/19 - Program Recommendations Due
Mar 25/19 - Accept/Reject Notifications Sent
Apr 8/19 - Deadline to Accept
Apr/19 - Track Team Retrospectives
Apr 15/19 - Final Program sent for publishing
May 1/19 - Updated Track Descriptions Due
WHY DO YOU WANT TO TALK ABOUT THIS SUBJECT?
“READ THIS BOOK AND HERE’S WHAT I USED.”

“I DID THIS AND HERE’S WHAT HAPPENED.”

“MY EXPERIENCE ALLOWED ME TO HELP IN THIS WAY.”

“ONCE I THOUGHT THIS AND THEN CHANGED MY MIND.”
A SUBMISSION IS A TOPIC PLUS YOUR EXPERIENCE WITH IT!
HEADLINES ARE WAY MORE IMPORTANT THAN YOU THINK
THE HEADLINE IS THE CLICKBAIT FOR YOUR SUBMISSION
USE SPECIFIC NUMBERS & DATA

USE A UNIQUE RATIONALE

BE ULTRA-SPECIFIC

CONVEY A SENSE OF URGENCY

IT SHOULD BE OBVIOUS

USE INTERESTING ADJECTIVES

DON’T FORGET TO EMOTIONALLY CONNECT

SEVEN PRINCIPLES FOR ANY EFFECTIVE AGILE TEAM, COLLOCATED OR DISTRIBUTED

EUREKA - HOW AGILE HELPED ME SELL CRAZY IDEAS TO THE BUSINESS

THE ROAD TO REAL BUSINESS AGILITY

THING THREE: THE POWER OR PEER COACHING

BUT WHY IS IT SHIPPED SO LATE?

DOWNFALLS OF COACHING IN A HIERARCHICAL MODEL
YOU MUST BE CLEAR ABOUT WHAT I WILL GET OUT OF YOUR SESSION
LEARNING OBJECTIVES ARE SENTENCES THAT DESCRIBE WHAT THE LEARNER WILL BE ABLE TO DO WHEN THE CLASS OR TRAINING IS OVER.
START WITH AN ACTION WORD

FOCUS ON THE OUTCOME

KNOWLEDGE IS NOT AN OUTCOME

WRITE THEM BEFORE YOUR ABSTRACT
THINK OF THE ABSTRACT AS THE ELEVATOR PITCH OF YOUR SESSION
IT SELLS YOUR TOPIC AND THE REASON WHY YOU ARE THE ONE TO PRESENT IT
WHAT FIRST CONNECTED YOUR TO THIS TOPIC?
FORMATTING IS JUST AS IMPORTANT AS YOUR CONTENT
3-4 sentence paragraphs

Short and simple sentences

If you don’t grab them right away, they’re gone

Don’t oversell the topic

Treat this like a short blog about your session
Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can format your text with the toolbar.

Paste in something you’re working on and edit away. Or, click the Write button and compose something new.
WHAT’S A FRESH TAKEAWAY FOR YOU FROM TODAY?
“NEED-TO-KNOWS ARE PIECES OF CONTENT THAT ARE CRUCIAL TO THE LEARNING OR THE LEARNER’S JOB.”

- Sharon Bowman
5 KEYS TO A BETTER SUBMISSION

Why this topic?

What’s that headline?

When I leave, what will I learn?

Where’d you come up with that?

How are you going to improve your next submission?
THANK YOU!

@chrismurman
chrisdmurman@gmail.com
chrismurman.com
coalition.agileuprising.com
SolutionsIQ.com