

EP. 60 簡報開頭 C - 教育

Types of Hooks

1. Offer some interesting data or insight

2. Ask a compelling/provocative question

- a. Nicholas Tse (Who wants to succeed? Who's Lying?)

<https://youtu.be/Mb43bdOHA7c?t=1260> (21:00)

3. Say something counter-intuitive

- a. Larry Smith TEDxUW (university of Waterloo) Most people will fail to have a great career because there are too many good careers.

<https://www.youtube.com/watch?v=iKHTawgyKWQ>

Hook

- Do you know we wasted 60 minutes a day doing busy work using our current software system?
- Do you know we could have been spending 14400 minutes a year perfecting other important tasks?