

BUILT AS AN ARGUMENT, NOT A LIST

A Talk

Dr Amara Nwosu • September 2, 2026

The claim

THESIS

| *State it early and plainly. A talk that withholds its point until the end asks the audience to hold everything in suspension, and most of them will not.*

The objection

Why a reasonable person disagrees

TURN

Put the strongest counter-argument on a slide, in its best form. A talk that only defeats weak versions of the objection convinces nobody who held it.

What settles it

One figure

that a sceptic would accept. Not the most impressive number you have,
the most persuasive one.

In summary

What to take away

CLOSE

| *One sentence, the same one you opened with. A talk whose closing line differs from its opening claim has changed argument somewhere in the middle.*

Sources and further reading

APPENDIX

List where every number came from. A deck that cites nothing is asking to be trusted on presentation quality alone.

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