



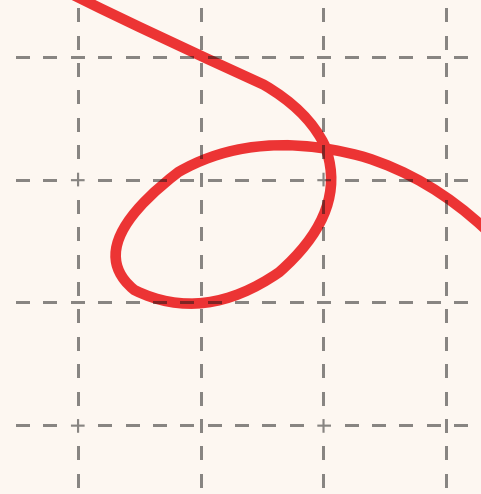
The Red Thread

for Memorable Speeches

Workshop Notes

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Summer 2026



Foundational Phrase:

"I See Something in you...but I'm not quite sure what it is."

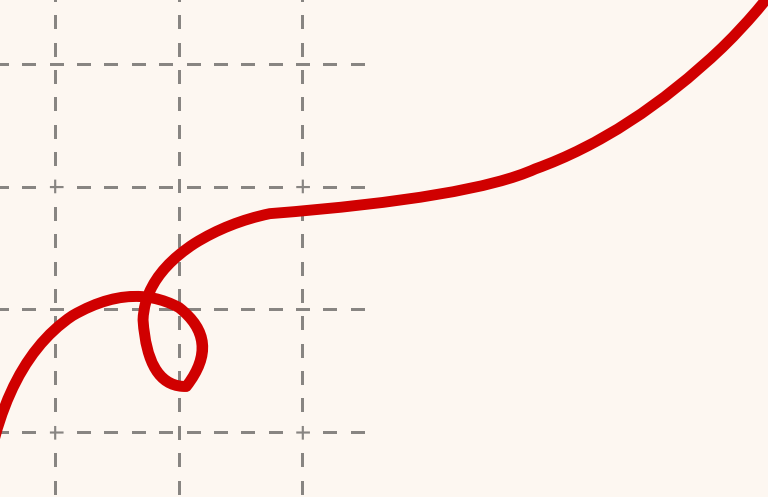
Number of Times Used:

Four

Result:

Winner: World Championship of Public Speaking 2014

Dananjaya Hettiarachchi - I See Something in You



It's not what a Foundational Phrase *is* It's what a Foundational Phrase *does*

1 Create More Impact

Repetition

of a simple, easy-to-understand phrase helps the audience to remember your speech longer.

2 Prepare Smarter

Using a Formula

saves you time and effort in preparation, allowing you more time to practice delivery.

3 Wow the Judges

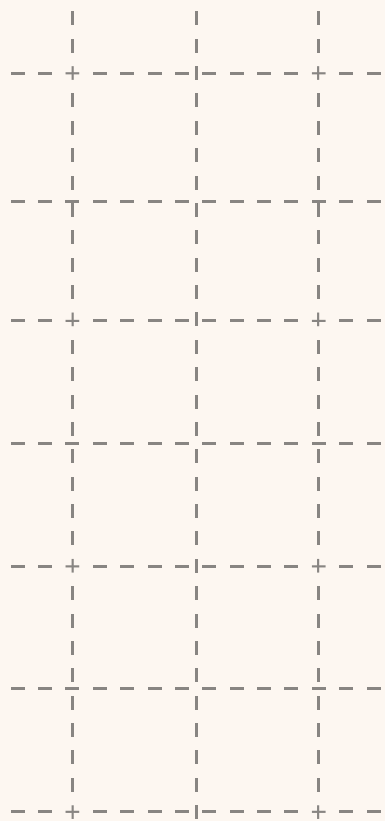
Competition speeches

often contain stories connected to a foundational phrase.

4 Sound Like a Pro

Professional Public Speakers

organize their talks by theme, which often contain a core foundational phrase.



What Makes a Foundational Phrase?

01

Concise

It strips away jargon, caveats, and filler until only the absolute core remains. The strongest phrases usually land under ten words.

04

Action-Oriented

It doesn't just state a passive fact. A true foundational phrase implies a clear directive, a specific mindset shift, or a behavioral change.

02

Conversational

It sounds like something a real person would actually say.

05

Audience-Centric

It is framed entirely around the listener's reality, challenges, and needs, rather than the speaker's internal goals or ego.

03

Sticky

It has a natural cadence using rhythm, contrast, or simple language and locks into the listener's long-term memory.

06

Repeatable

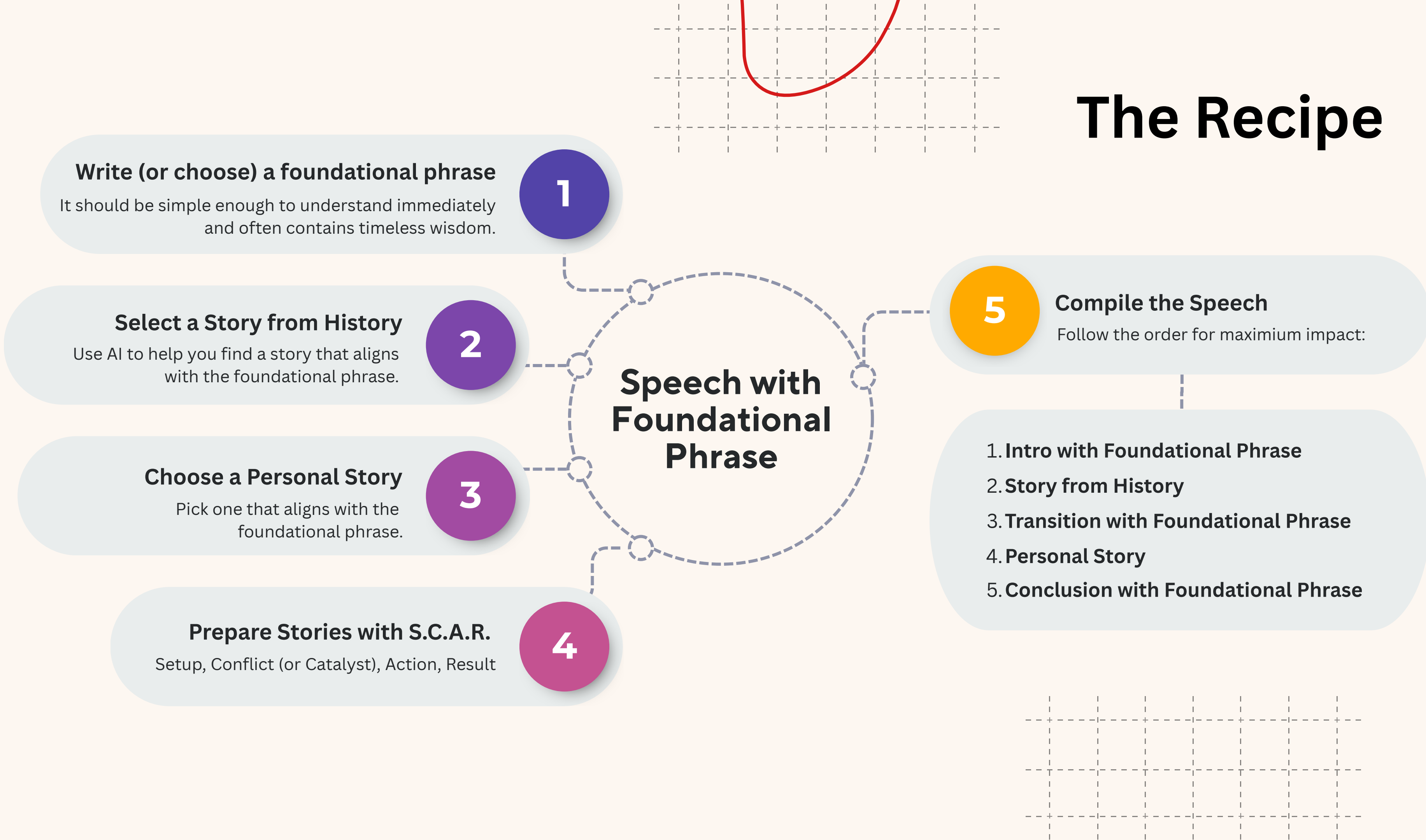
It can be organically woven into a narrative and brought back later to bring the entire message full circle.

For example?

1. You don't have to be great to start, but you have to start to be great.
2. What gets measured gets improved.
3. Luck is when preparation meets opportunity.
4. You don't see the world as it is; you see it as you are.
5. We suffer more in imagination than in reality.
6. If it scares you, it might be a good thing to try.
7. A good opportunity doesn't visit twice.
8. The things that make you weird, make you memorable.
9. Sometimes the wrong train takes you to the right station.
10. Done is better than perfect.
11. You don't have to see the whole staircase, just take the first step.
12. Smooth seas do not make skillful sailors.
13. If you fall down seven times, stand up eight.
14. Failure is an event, not a person.
15. Comparison is the thief of joy.
16. The grass is greener where you water it.
17. Whether you think you can, or you think you can't—you're right.
18. If you want to go fast, go alone and if you want to go far, go together.
19. You cannot pour from an empty cup.
20. Comfort is the enemy of progress.
21. Motivation gets you going, but discipline keeps you growing.

...and many, many, many more

The Recipe



The S.C.A.R. Storytelling Framework

1

Setup

Start with a stamp that sets the time, your starting point and the place. Use the **past tenses**.

*"In the summer of 2001, I **was working** as a barista at a Starbucks in New York City"*

Continue with any details that the audience needs to understand the impact of the Conflict/Catalyst.

Introduce characters by name, with a visual element and some insight into what makes them memorable.

2

Conflict/Catalyst

Switch to **Simple Tenses** and create a scene. Tell it as if it's happening to you for the first time.

*"One day, I **arrive** at work and across the door **is** a big, bright yellow ribbon that **says** Police Tape Do Not Cross"*

Include dialogue, both what the characters say and the thoughts in your head at that exact time.

*"And I'm **thinking** - this **can't** be good."*

3

Action

Stay in **Simple Tenses** and tell us what you do in response to the Conflict/Catalyst.

*"Immediately I **pull out** my phone, **take** a photo and **send** it to my supervisor"*

This is the height of the action. Increase your volume, pace and body language to match what is happening in your story.

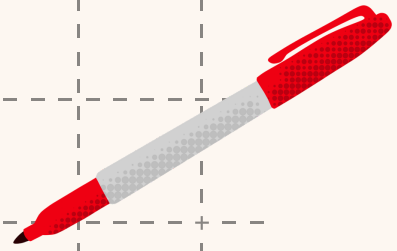
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Result

Show the 'new normal' vs the beginning. Refer to a specific detail from the Setup to signal that the loop is closed.

Deliver the 'so what' for the audience so the story relates.

Read your Setup and Resolution back-to-back. If they sound like perfectly matched "Before and After" snapshots, your Resolution is locked in.



Checklist: Energize Your Stories in 12 Ways

☐

**Speed Up &
Slow Down**

☐

**Raise & Lower
Volume**

☐

Use a Prop

☐

**Add Metaphor
or Analogy**

☐

**Feel Emotions as
you experience
them in the story**

☐

**Add a Sound
Effect**

☐

**High & Low
Pitch**

☐

**Name
Characters**

☐

**Develop a Scene in
Simple Tenses**

☐

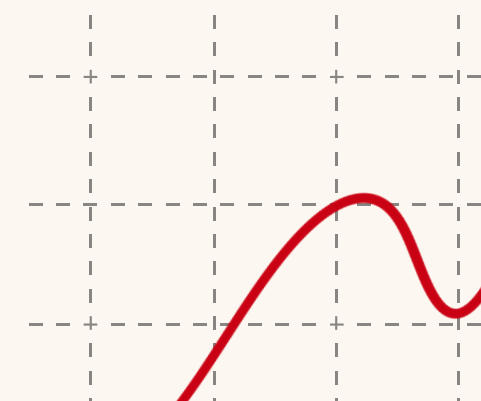
**Include
dialogue**

☐

**Make things
more concise**

☐

**Add Physical
Actions**



Questions?



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