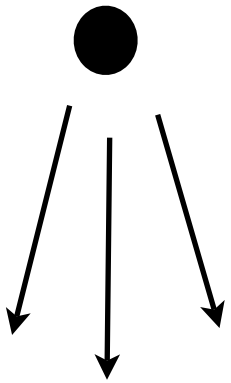
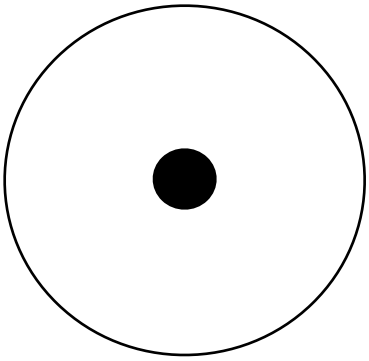
Presentation	Conversation
	
scripted	scored
authority in speaker	authority shared
engagement from authority	engagement from the unknown/relevant
addresses data	addresses data + connection
talking	listening
container: the data / speech / message	container: the question + host
one point of entry	multiple points of entry
you have to learn this	you already know how to do this
What I want you to know	What we care about
you listen to me	ourselves together
planned + self-conscious	real-time
I am the expert	we are all experts on our pov

tummeling

-a Jewish tradition. A tummeler (literally “noisemaker”) hired to entertain and make sure everyone had a good time.

Goal: togetherness. Create that feeling. (“If you’re happy, I’m happy.”)

Techniques

Care.

Contain everyone. Go first.

Be vulnerable: Be genuine. Express yourself. Emotions affect energy more than data. Your vulnerability allows others to do the same.

Accept everything that happens. (classic improv: “Yes, and...”)

People are interesting if you’re interested.

Energy follows attention. Arthur Miller was right: Attention must be paid.

Feature people not as an end unto themselves (ie experts) but as kindling to start and scale the conversation

Translate everything: what did they say? what did they mean? If you’re not sure: ask.

Mirror /give acknowledgement to all contributions.

Connections strengthened more quickly by difference. More energy released.

Thread and make connections. Acknowledge others who thread and respond.

Domino effect: drawing in someone on the fringe (“low status”) has exponential effect. Amplifies connection

Release tension: name the unnamed.

Have cake.