Twitter Thread by Robbie Crabtree



Robbie Crabtree
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It’s finally here…

A vision...

To turn speaking into a superpower for you.

-In front of investors
-In front of an audience
-in front of every single person

On Deck Performative Speaking applications are

How did we get here?

The journey started in my first year of law school.

Seeing law students struggle to speak in front of the class…

I couldn’t believe my eyes.

So learn the skills, study the best, practice and refine.

Being a trial lawyer taught me what it takes to be a great speaker.

The 3 Cs

-Clear
-Concise
-Confident

Nail these three and good things happened.

Develop a philosophy and then a method.

The philosophy is Performative Speaking.

-Use other art forms as an example to create emotion.

The method is the CAP system.

-Confidence
-Authenticity
-Persuasion

The first two take you 90% of the way.

The last makes you elite.

But that isn't enough…

Because I needed to teach these skills.

SMU Law needed help teaching persuasive speaking.

They needed help coaching the national mock trial team.

Over 3 years I taught, tested, and iterated.

My students began sweeping best speaker awards.

Then Covid…

A world of new possibilities showed itself.

Online Education.

The ones that shaped me early, @jackbutcher and @david_perell

They helped me, guided me, and changed me.

Build it and they will come…

It doesn't quite work like Field of Dreams with an online course.

But Performative Speaking came to life in August.

-Build
-Market
-Execute

That took the course from zero to one.

In October we kicked things off with 35 students.

44% increases…

That was the average increase in Performative Speaking for students.

3 students even got jobs during the course.

-A major design job
-A nurse practitioner dream job
-A content creation job created because of 1 video

The program worked.

Enter On Deck @beondeck

The big player with a focus on community.

I took ODW because I saw the vision.

From single-digit employees at the beginning of 2020...

To over 70 as I write this and a growing number of fellowships.

A private LinkedIn & Stanford MBA in the cloud.

A perfect fit…

Like Cinderella's glass shoe, Performative Speaking and On Deck was perfect.

Focused on the future of education.

Focused on transformational student experiences.

Focused on building a community to turn world-changing ideas into changing the world.

What is the program?

8 weeks with a core curriculum.

Practical experience, real feedback, leading experts

The course focuses on turning good speakers into great or even elite speakers.

Hard skills take people to a certain point…

The soft skills allow them to reach the top.

Learn frameworks, mindsets, and build friendships

-The 3 P's of pitching
-The 4 elements of Go-To Story
-The 5 part framework for any speech

And so much more because this is a holistic approach to speaking.

Use this superpower everywhere.

In professional life, in your personal life, and even in the most mundane circumstances.

For…

-Founders
-Operators
-Executives
-Coaches
-Entrepreneurs
-Tech and startups
-and more importantly...YOU.

Where is this going?

This program will be the leader in training great speakers.

Community driven, expertly taught, and delivering real results.

With a focus on a holistic approach because it's not public speaking…

It's SPEAKING.

You need skills and frameworks, not a stuffy formula.

The future of ODPS teaches leaders, driven individuals, and world-changers how to communicate.

A way to speak both formally and informally.

A way to master every single situation from small to large, video to in person.

When you have a friend ask why you speak so beautifully?

The answer will be ODPS.

When you have a colleague ask how you nailed that presentation?

The answer will be ODPS.

When your family wants to know how you met such incredible people?

The answer will be ODPS.

The answer now and in the future to become a great speaker...

On Deck Performative Speaking.

With a shared vision between myself, @eriktorenberg, and @david__booth

We will make this happen because it's good for you, the community, and the people you can impact.

Who is joining?

-@jackbutcher
-@AliAbdaal
-@LubaYudasina
-@derekflanz
-@smikatoots
-@jmikolay
-@heyamberrae
-@lennysan
-@ashleytolb
-@5harath
-@businessbarista
-@rita_k_chang
-@LuisANavia
-@soonaorlater



Are you joining them?

https://t.co/jt7BpPjivs

Want more?

https://t.co/3pwHeB1KaV

> \u2728Announcing: On Deck Performative Speaking \u2728
>
> Being a great speaker elevates your professional & personal life but improving on your own is hard.
>
> We're excited to share we acquired Performative Speaking to help you turn your speaking into a superpower.https://t.co/vYs2LMwviL pic.twitter.com/RvqyWNq1tg
>
> — On Deck (@beondeck) January 26, 2021