

A**DISCUSS**

Andrea Jung: group of three

Carlos Ghosn: repetition (including first-last word repetition, three repetitions in all)

Jack Ma: repetition, inversion

Carly Fiorina: rhetorical question, repetition

Indra Nooyi: group of three, repetition, metaphor ('engine for growth')

Larry Ellison: intensifier, repetition, group of three

Guy Kawasaki: repetition, sound repetition (/m/[IPA]), contrast

VIEW

All the techniques Mark mentions are used in the extracts.

RECALL

- 1 They can all be effectively repeated.
- 2 Rhetorical questions arouse curiosity about the answer.
- 3 Famous quotations often contain a contrast or inversion, e.g. 'You can't win them all, but you sure can lose them all!', 'Never mind if there's a gap in the market, is there a market in the gap?'.
- 4 Metaphors and figurative language are often very visual (crashing, flooding, soaring) and we know the visual is much more memorable than the merely factual.
- 5 The group of three. If you overuse it, you can start to sound a bit too like Barack Obama!

REFLECT

French group of three: Liberty, equality, fraternity; Chinese group of three with repetition: Teach me and I'll forget, show me and I may remember, involve me and I'll understand (Confucius); German contrast: Everything has been thought of before – the problem is to think of it again! (Goethe); Japanese metaphor: a thunderclap from a clear sky (= a complete surprise).

B**VIEW**

	REPETITION	QUESTIONS	CONTRASTS	METAPHOR	THREES
Extract 1	✓	✓	✓		✓
Extract 2	✓		✓	✓	✓
Extract 3	✓	✓	✓		✓
Extract 4	✓	✓	✓	✓	

RECALL

The most frequently used technique is repetition. It's also one of the subtlest and quite easy to do.