Amplify Your Brand with Connected Growth Strategies

#elitesummit18
Skip the Small Talk and Make More Meaningful Connections

Kalina Silverman • Creator • Big Talk
What do you hope to learn today that you can take home with you tomorrow?
BIG TALK
Skip small talk, make meaningful life connections | #makebigtalk
BIG TALK
BEFORE I DIE...
Big Talk Question Card Game

What is your relationship with your mother like?

How do you feel about birthdays?

If you had 24 hours left to live, who would you be with in 23 hours?

Have you ever done anything you couldn’t do a year ago?

What is one question you would ask a fortune-teller?

What do you miss?

What have you started but never finished, and why?

Where do you find peace?

What is most surprising to the world today that you couldn’t do a year ago?

What is your favorite color? Why?

What is your favorite hobby? Why?
Big Talk around the world

What is the kindest thing you’ve done for yourself?
Big Talk around the world
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Edovo - Jail Education Solutions - Inmates make Big Talk
#BIGTALK with Keith Urban,
#BIGTALK with Keith Urban, Lorde
BIG TALK Inspired Marriage proposal

...We began writing each other "BIG TALK Letters"...We have continued this back and forth letter writing throughout the last year as we have done this long distance relationship and are continuing it now as I am currently 3 months into a 7 month deployment to the Middle east with my B-52 bomb squadron. At the moment we have answered 36 of your questions in letters to each other...was hoping you make a BIG TALK card that looks the same as all the others on the front and on the back says simply

"Will you marry me?"

Thanks Again,
Capt Joe
Award Winning Thai Life Insurance Commercial (2014) uses actors “from the street”

“We try to find a touching human story we all believe can happen to anyone – our neighbour, friends or even family. When we achieve this, life insurance companies begin to have meaning for our lives.” - Olgivy and Mather, Bangkok
2 rules for making “Big Talk”

1. No Yes/No questions: All questions must be open ended.
2. Everyone would have their own, unique answer.

<table>
<thead>
<tr>
<th>Example Question</th>
<th>Not a Y/N Question</th>
<th>Everyone has a unique answer</th>
<th>Is BIG TALK?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is bowling a sport?</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>How’s the weather outside?</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>What do you want to do before you die?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
What do you wish you knew?

What do you want to do before you die?

Do you want your children (if you have any) to be like you?

What object would you save if your house was on fire?

What makes you feel really alive?

What has been your favorite age so far and why?

Where would you like to wake up tomorrow?

What are you thankful for this very moment?
Thank you! Join the movement at makebigtalk.com

@makebigtalk

Kalina Silverman