



Analogy is short comparisons between two things, often using metaphors, to help you explain a certain idea. Comparing how you plan a meeting or client event with how you would plan a dinner party with friends would be an analogy. So would be comparing building a workplace team with building a baseball team, or website design to gardening, and so on.

When creating analogies, you want to make sure that the comparison is clear and easily understood by your audience. Good analogies are familiar to your audience, but they can also be personal and unique to you, provided you can quickly and easily explain it. If you can personalize the analogy to your audience by mentioning things they're familiar with or showing pictures of something from their world, even better.

Use the following prompts to start coming up with your own analogies.

1) *What are you trying to explain or clarify?*

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2) *What comparisons immediately pop into your mind? What is the thing your trying to explain "kind of" like?*

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3) *What personal interests do you have that might make for an interesting comparison (ie: comparing fundraising relationship management to ski course difficulties – green circle vs. blue square vs. black diamond runs; these are the qualities of green circle ski runs, here is what your "green circle" donors are like, etc.)*

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4) *What kind of audience-specific connections could you make (local sports team, famous place in their city, well known person in their industry, something about their physical office, a reference to their brand, etc)*

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4) *Write down a draft for your analogy*

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5) *Are there any pictures, images, or other visuals that will help your analogy make sense or bring it to life?*

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6) *Is the analogy...*

- Easy to say?
- Easy for your audience to understand?
- Short and sweet? (How many minutes/seconds does it take you to say the analogy?)
- Sensible within the context of your talk?