

Prepared Speaker

Usually, you will be giving a 5-7 minute speech from the Basic or Advanced manuals. Successful completion of your assignment will result in credit towards you CTM, ATM, or DTM degrees. Remember to bring your manual to the meeting so that your evaluator can enter his comments in it. Please fill out the attached and give it to the Toastmaster of the evening.

Speaker:
Introduction:
Which Manual:
Which Assignment:
Speech Objective:
Timing:
Speech Title:

If you want your speech recorded so that you may review it, please remember to bring your audio tape to the meeting.

Note: You may not have sufficient time to prepare your speech. Please don't use that as an excuse to not attend. Simply let the Toastmaster know you cannot speak and at least come to the meeting.

Speech Creation Recipe

Plagiarized from:

"Presentations Plus" by David A. Peoples

Define Your Objectives

The first priority is to define the objectives of your speech. It is not only the first thing to be done—it is also the most important. Everything else you do—the content, the level of detail, the duration, and so forth—will stem from your statement of the objectives.

Your objectives answer the question, "Why are you doing this speech?" When it's all over, what is it that you want the audience:

- To remember?
- To understand?
- To believe?
- Or what action do you want them to take?

Take out a pencil and write a very specific and precise statement of the objective of your speech.

You want your audience to clearly understand what you expect of them when it's all over. Just the fact that they understand your expectations increases the probability that it will happen.

Design Your Close

You should think of the close first. The most important part of your speech is the close. This is the acid test. At the close either you did or you didn't. They will, or they won't. They are sold, or they aren't.

The close is where you either accomplish your objective, or you don't.

The close is the bull's eye. So, if you focus on the bull's eye first, then back up to the opening and the body, you will find that your entire speech is more likely to focus on your objectives. What you say and what you present throughout your speech will be designed to reinforce and enhance the close.

Create Your Opening

The opening is the second most important part of your speech. Having designed the close, you now have the opportunity for the opening to be a setup for the close.

Outline the Body

In the process of designing the body of your speech, you need to break down the major subjects into their component parts. You need a detailed outline.

There are many approaches to the design of the outline and the body. For example:

- Chronological
- Topical
- Categorical
- Problem/Solution
- Comparison/Contrast
- Ideal versus Reality
- Feature/Benefits
- Old way/New way
- Advantages/Disadvantages
- Goal/Road map
- Objections/Answers

As you go through this process, have the objectives clearly displayed so that each step can be evaluated relative to its contribution to the objective. There is just one test. If it doesn't contribute to the objective, *don't use it*.

Add Spice

At this point, you have a well-structured, logical speech. There's just one problem. It's dry, dull, and boring.

Your next mission is to breathe life, fun, and human interest into your speech by adding spice. What are spices? They are war stories, examples, analogies, gimmicks, jokes, and preplanned questions. Be sure they are related to the subject, and use them to illustrate or punctuate a point. You need a touch of spice every six to eight minutes.

If you relate the spice to a key point, people will remember the key point. If you don't, they won't, because people forget 75 percent or more of what they hear within 24 hours or less.

Design Your Visual Aids

Go back over your outline with this question in mind for each key point. "Would a visual aid help to explain, understand, or punctuate this

thought?" If the answer is "yes," then you need a visual aid for that point. If the answer is "No," then you don't. There is just one rule with visual aides—keep them simple.

Tailor to Your Audience

In a very large measure, a key to the success of your speech will be the perception by the audience that this speech was designed specifically for them.

It is of critical importance that you have some understanding of your audience. You would like to know:

- Is the audience young or old? They have different objectives.
- Is the audience technical or general? They want different levels of detail.
- Are they blue collar, white collar, administrative, engineers, or sales. They have different interests.
- Do they have some knowledge or no knowledge of the subject? You may bore them or mystify them.

It should not be the responsibility of your audience to sort through a general purpose speech to find those parts that apply to them. It is your responsibility to tailor the speech to your audience.

Create Cheat Sheets (notes)

Go back over your outline and decide what notes you will need. You should need just three to five words for each key point. Your cheat sheets are a shorthand script of the entire speech. Nothing is left to chance. Everything that happens should be planned in advance, with key words and phrases noted on your cheat sheets.

As you become more experienced, you should need notes less and less, until you can speak entirely without them.

Rehearse, Rehearse, Rehearse

Do not play it by ear. Everybody who is good at anything got that way by working, doing, practicing, and rehearsing. There are no short cuts. So just make up your mind to do what you know you have to do.