



Speech Preparation



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Preparing a Speech

What?

In power presentations, preparation is everything.

It is the most important part of the total process of delivering a speech.

How?

If you were contacted by your boss and he said, "I want you to present a 30 to 45 minute speech to 200 people in four day's time at the Sydney Hilton Hotel", what would you do?

Faint!

Jump for joy, and then faint!

Refuse to accept and risk the consequences?

Why?

So what are the main things we need to know when faced with such a situation?

Know the basic skills.

Know what you want to say.

Know how you are going to say it and why?

Know Preparation and Practice Produces a Powerful Performance.

The three aspects of Public Speaking

Acceptance:

Ask yourself the following questions...

Am I the right person?

Do I have the required resources?

Is there sufficient time to prepare?

Do I want to do it?



Composition:

Choosing the topic

Reason for speaking

Compilation of material

Drafting an outline

Writing the script.

Delivery:

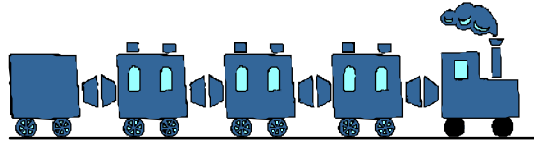
Prepared! ... Practiced! ... Rehearsed! ... Ready to speak with:

Confidence

Clarity

Conviction.

Speech Structure



Close Body3 Body2 Body1 The Opening

The train needs to run on a laid down, prepared track (as does your speech), and travel progressively to reach a pre-determined destination.

**The
Logical
Progression.**

An opening to gain immediate attention...
No more than three segments of body content...
A closing statement to consolidate purpose...

**Intimacy.
Popularity.
Benefit.**

The Topic

- 1 . Speak on a subject you know about.
2. Choose one that will be of interest.
3. Give valuable information.

**Body
Content.**

Three ways to gather material

- 1 . Personal knowledge
2. Proven expertise /experience
3. Research



**Your
Customers.**

Know your audience

Satisfy their needs
Know their age ... gender .. situation

**Speech
Outline.**

Write the body first!...

Select main headings for your three segments
Choose three sub-headings for each segment
These 12 headings will form the main outline of your speech

**Must knows.
Should knows.
Nice to knows.**

Getting it all together

Collect more material than you will need.
Itemise into three groups.

Relevant information.

Support material
Audience Relaxation/Relief

Support Material

| | |
|--------------|---|
| Should know | authoritative statements, statistical facts/figures descriptive examples, historical data, notable quotations |
| Nice to know | humorous anecdotes, personal experiences |



Order of Assembly

| | |
|--------------------|--|
| Compiling content. | Chronological: as it happened. In order of sequence. Spatial: the big picture. How it relates to other things. Logical: solving a problem. Move from one point to another. Topical: in order of importance to audience. |
|--------------------|--|

Writing the script

| | |
|-------------------------------|--|
| Utilise the Power of English. | Write the body segments first. Before commencing each segment decide exactly how you will present? To entertain? To demonstrate? To inspire? To plead? To motivate? To inform? To advise? To sell? To persuade? To congratulate? To educate? To challenge? Do this for each segment so you can better select your use of the English language. eg: If you are going to sell an idea ... use "selling type" words. |
|-------------------------------|--|

The close

| | |
|----------------|---|
| In conclusion. | Time is running out and you are ready to leave them with a memorable result of what your talk was all about Time to consolidate! Always signal your closing remarks are coming so they can be ready for your powerful conclusion. " In conclusion" " My time is nearly up!" 1 . Remind audience of how your subject relates to their needs 2. Repeat your main message with Power and Impact! 3. Seek the reaction or response you set out to achieve. 4. Leave them in a happy and contented mood. |
|----------------|---|

The opening statement

| | |
|-------------------------|---|
| Ladies and Gentlemen... | 1 . Must gain immediate attention. 2. Tell them what you are going to tell them 3. Introduce the main theme or purpose. |
|-------------------------|---|

How can we do this?

- 1 Humour
2. Probing question.
3. Statement of shock
4. Quotation
5. Present a challenge.

In Summary



- Decide whether to speak , or not to speak?
- Select a suitable topic.
- Consider the audience needs /who me they?
- Gather and organise material.
- Always prepare the body first.
- Have three or four body segments.
- Draft outline with segment main and sub headings.
- Establish how you will present each segment.
- Write the speech.
- Construct your closing remarks.
- Make your opening attract immediate attention and interest.
- Read through your speech. Alter, Amend, Delete, Correct.
- Give speech an interesting "catchy" title.

Continuing preparation

Read your speech out aloud several times to check the following:

- Time
- Logical progression
- Use of language
- Words I stumble on. (If so substitute word)
- Accent on "key" words
- Places for appropriate pauses/supportive gestures
- Vocal variety
- Use of visuals
- Audience participation
- Handouts/ Awards/ Throwaways.

Wise words from Sir Laurence Olivier...

Practice! ... Practice! ... Practice!
Rehearse! ... Rehearse! ... Rehearse!

Public Speaking can be a lot of fun
It can also bring a great feeling of achievement and personal success.
But you must learn the basic skills.
Be prepared to:

Listen carefully..

Think logically...

Speak clearly..

and if you want to **Get Better - Get Better - Get Better..**

Stand Up! Speak Up! Shut Up! and Sit Down - as often as you can

