



Perfect Communication

# Six Steps to a Successful Speech

1. Assess your Situation
2. Examine your Audience
3. Demonstrate your Competence
4. Support your Material
5. Write your Speech
6. Deliver your Presentation

# Assess your Situation

- Why am I giving this speech?
- What am I trying to tell the audience?
- What message do I want the audience to remember?
- Am I informing, persuading or entertaining them?

# Examine your Audience

- Demographics:
  - Age
  - Religious affiliation
  - Family status
  - Educational level
  - Socioeconomic status

# Demonstrate your Competence

- Know your Subject
- Prove your Statements

# Supporting your Material

1. Facts & Figures
2. Descriptive Statistics
3. Statements by Authorities

# Research your Subject

- **Honesty –**
  - Know your subject
  - Prove your points
  - No guesses
  - No wishes
- **Beliefs do belong in your speech!**

# What additional research do I need?

- Internet
- Library

# Speech Elements

- Introduction
  - Get listeners' attention
    - Tell a story
    - Read a quote
    - Startle with statistics
    - Use humor
  - Introduce them to the subject
    - State thesis
    - Preview main ideas

# Speech Elements

- **Body**
  1. Topical (parts to the whole)
  2. Ascending/Descending order
  3. Chronological
  4. Spatial
  5. Problem-Solution

# Closure

- Let them know it's coming!
  - Summarize
  - Leave the audience with something to remember
  - Use attention-getting device to focus audience's attention

## What you need to know to write it:

- Objective
- Length of Speech
- Audience
- Subject
- How to organize it

# Write the body

- Main points of speech
- Add facts & figures
- Any additional information

# Tips for writing the body...

- Keep it simple
- Speak to, not at, the audience
  - No slang, profanity, questionable jokes
- Check your facts

# Practice your speech!

- Change difficult words or phrases
- Clarify muddy concepts
- Add/Remove Material

# Deliver your Presentation

- Don't memorize it!
- Don't read it!
- Make frequent eye contact!
- Use notes
  - Sheets of paper or index cards
    - Not too much information
    - Use key words or phrases
    - Double space (include gestures)
    - Upper and lower case
    - Number them
- Move around
- Slide pages during natural pauses

# Four ways to ruin a speech!

Do not

- Try to fool the audience
- Tell inside stories
- Tell jokes at the audience's expense
- Abuse the time line

# Dealing with Fear

- Know your material
- Know the room
- Make contact with the audience
- Exercise
- Never apologize
- Don't worry when you miss a point
- Concentrate on the message
- Nervous energy into enthusiasm
- Everyone wants you to succeed