

How to write a speech



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A lot of fun to prepare /deliver a speech: Like planning/enjoying a summer fun activity

□ Six Flags



□ Hawaiian Falls Waterpark



Museum of Nature and Science

Let's play a fun game:

- Your cousin visits Dallas
- Can only stay one day

YOU

1. **Need to pick a fun place**
2. **Persuade him your pick is the best**
3. **Plan the tour and make sure he has fun**
4. **After the tour, check whether he likes it**

The best speakers take their audience on a journey



... just make sure it's somewhere your audience want to go!

Think of your speech as taking your audience on a journey

Fun Activity

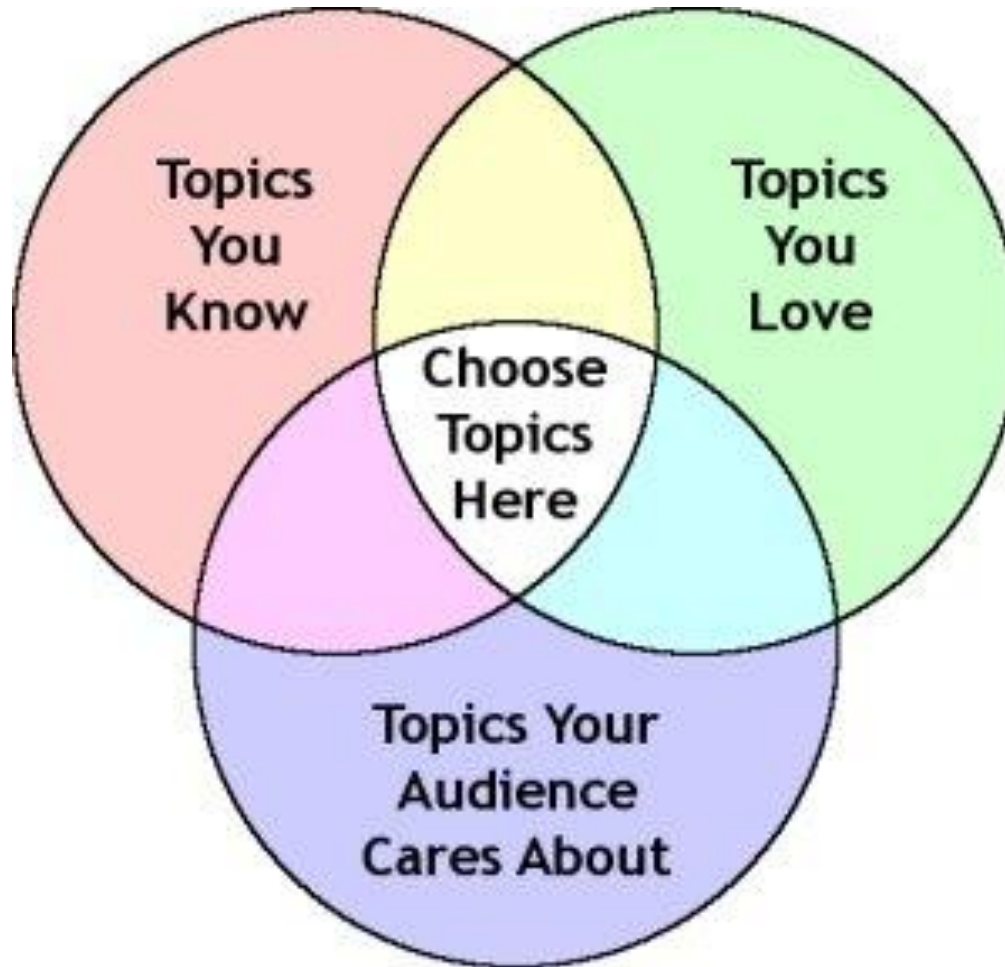
1. Pick a fun activity
2. Prepare your expedition
3. Show them sights on the way
4. Enhance the feeling

vs.

Speech

1. Pick a speech **topic**
2. Speech **introduction**
3. Speech **body**/content
4. **Conclusion**

Pick a speech topic
: Pick one fun activity



Pick a speech topic

: A wide selection of topics

FAMOUS PEOPLE	SPORT	TRAVEL / TRANSPORT	SCIENCE
<ul style="list-style-type: none"> ❑ Explorers ❑ Musicians ❑ Athletes ❑ Fathers ❑ Liars ❑ Mothers 	<ul style="list-style-type: none"> ❑ Snorkeling ❑ Table Tennis ❑ Chess ❑ Volleyball ❑ Tennis ❑ Camping ❑ Water-ski ❑ Soccer ❑ Gymnastics ❑ Figure Skating ❑ American Football ❑ Skydiving ❑ Hockey 	<ul style="list-style-type: none"> ❑ Camels ❑ elephants ❑ balloons ❑ Countries ❑ Space travel ❑ Hiking ❑ Taxis ❑ Road Accidents ❑ Bikes versus cars ❑ Surfing ❑ Boating 	<ul style="list-style-type: none"> ❑ Solar system ❑ Universe ❑ Astronomy ❑ Volcanoes ❑ Tidal waves ❑ Earth quakes ❑ Magnetism ❑ Nuclear energy ❑ Caving ❑ Marine World ❑ Climate Change

The best speeches have one clear purpose

Pick a speech topic

:Topic examples

1. My favorite restaurant
2. The Year of the _____
3. My favorite world capital city
4. If I were president...
5. My next vacation...
6. The 8th Wonder of the World...
7. FEAR: False Evidence Appearing Real?
8. The meaning of life
9. My favorite mode of transportation
10. There ought to be a law...
11. Who's Man's best friend?
12. A recent book that moved you
13. How you are (un)like your parents?
14. The biggest impact on your life?
15. The soundtrack of your life
16. Who inspires you?
17. Your favorite sport and why
18. A birthday to remember
19. An art form I appreciate
20. A historical event that interests me
21. The Power of One
22. The history of my hometown
23. The one that got away
24. Golf. A good walk spoiled?
25. Gender differences
26. Generational differences
27. My favorite planet
28. If I reincarnated as an animal...
29. A day in my life I'll never forget
30. What matters most
31. Abacus, slide rule, calculator...what's next?
32. The origins of a lesser known holiday
33. Punctuation: useful or overrated?
34. Boxers, Briefs, Bikinis, Daisy Dukes
35. Who is famous for being famous?
36. The best TV show ever
37. My favorite year
38. An idea whose time has come
39. Ranked-Choice Voting
40. Gun Control

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Speech introduction

: Prepare your expedition

- ❑ The opening should be brief, no more than three sentences.
- ❑ The opening's function is to grab the audience's attention so they will want to hear more.
- ❑ It should arouse interest and suggest the speech's theme.

Boring Opening

- ❑ Thank you so much, it's a pleasure to be here
- ❑ I'm sorry, this isn't going to take very long
- ❑ Good morning, my name is XXX and my topic is XXX
- ❑ I am XXX and 2nd grade in XXX school

All of these speech beginnings get the audience connected and ready to listen

- **provocative question** -
 - “How do you explain why some people are able to achieve things that seem impossible?”
- An **amazing or shocking fact** -
 - “Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead from the food that they eat.”
- A **joke** -
 - Okay, now I don’t want to alarm anybody in this room, but it’s just come to my attention that the person to your right is a liar.
- By **evoking an image** -
 - “Imagine a big explosion as you climb through 3,000 ft. Imagine a plane full of smoke. Imagine an engine going clack, clack, clack, clack, clack, clack, clack. It sounds scary. Well I had a unique seat that day. I was sitting in 1D.”
- Quotation -
 - “The journey of a thousand miles begins with one step” – Lao Tzu

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Speech body/content

:Show them sights on the way

Without a good structure, your speech will be like a gingerbread house with no icing to hold it together: **just a collection of pieces that nobody can make sense of**



Three Stories Structure

- Attention grabbing opening which introduces the topic and core message
- **Body**
 - Tell story #1.
 - Make point #1.
 - Tell story #2.
 - Make point #2.
 - Tell story #3.
 - Make point #3.
- Memorable conclusion which ties together all three stories to support the core message.

Three Main Points Structure

- Introduction — Establish topic and core message; list supporting points
- **Body**
 - Supporting Point One
 - Supporting Point Two
 - Supporting Point Three
- Conclusion — Recap main points; summarize core message; call-to-action

Pros, Cons, Recommendation

- Introduction – Brief setup of problem and proposal
- **Body**
 - Pros – What are the benefits of this proposal?
 - Cons – What are the drawbacks of this proposal?
 - Recommendation – Why do the pros outweigh the cons?
- Conclusion – Restate the pros and repeat the recommendation

Tell them what you're going to say, Say it, Tell them what you said

- Tell them what you're going to say (Introduction)
- Say it (**Body**)
- Tell them what you said (Conclusion)

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Conclusion: Launching fireworks in your audience mind

- **“Instead of firing off a perfunctory ‘thank you,’ consider launching fireworks of final passionate thoughts from the podium.”**
- *-- Peter Jeff*



Conclusion examples

- #1 – Bookend Close
 - For a bookend speech closing, **refer back to your opening** anecdote or quote and say, “We have arrived, now, where we began.”
- #2 – Challenge Close
 - Challenge your audience to **apply what you have told them** in the speech.
 - “Let’s turn from spectators into participants. Let’s recall the inspiring words of U.S. President Theodore Roosevelt who said:

Conclusion examples

□ #3 – Echo Close

- **Focus on one word** in a quotation and emphasize that word to echo your final point.
- “More than 450 years before the birth of Christ, Confucius said: ‘What I hear, I forget; what I see, I remember; what I **do**, I understand.’
- Let’s **do** it together. We’ve heard what we have to **do**. We’ve seen what we need to **do**. Now is the time to **do** it, and, together, we can **do** it.”

Conclusion examples

- #4 – Sing Song Close
- **Ask the audience** to repeat a phrase that you used several times in your speech.
- Let say your phrase is: “Together, we can win.” You repeat that phrase over and over again. Then just before your close, you say: “I know that all of you are talented, all of you are driven. I know that none of us can do this alone, but (pause) Together (pause) we can (pause until the audience responds.)”

Conclusion examples

- #5 – Quotation Close
- Use a famous quotation to harness the audience's attention, much like turning on a spotlight.

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'What I hear, I forget;

What I see, I remember;

What I **do**, I understand.'

How to deliver a speech



Communication is only 7 percent verbal and 93 percent non-verbal



Example 1:

- **Background:**

you are playing your favorite game on your iPad.

- **Your mom comes over and says:**

“Honey, it is dinner time. Stop playing and come to eat.”

- **Your response: OK**

1. Happily
2. Sadly
3. Angrily

Example2: Body language caused Nixon lose presidency

□ Background:

- Nixon injured his knee seriously on the way to the first ever televised presidential debate
- Tremendous pains caused him to stand in favor of his injured knee , showing uncomfortable and not confident

□ Result:

- John Kennedy won the presidency
- A poll of radio audience supported Nixon
- Similar poll of TV audience voted for Kennedy

Today's Plan

- Introduction to basic Non-verbal communication skills

- Practice

Nonverbal Delivery-Body Language



By walking up close to her audience, this speaker establishes a connection with her listeners.

- Eye contact
- Physical delivery
 - Posture
 - Gestures
 - Movement
- Facial expression

Nonverbal Delivery-Vocal Variety

- Vocal Delivery
 - Volume
 - Pitch
 - Rate
 - Pause



Maya Angelou mesmerizes her audiences with her extraordinary skill in the effective use of language.

Volume

Different levels of volume can be used as follow:

Audience size:

Project to be heard by the back row of audience

Loud:

Emphasis, excitement, climax

Normal:

As the base level of your speech ie conversational style which is adequate for the audience to hear but not overpowering

Quiet:

Secrecy, contrast, intimacy

Pitch

- High: excitement, assertive, fear
- Normal: deeper voices and conversation style are easier to listen to
- Low: tiredness, slow action, boredom

Rate

- Fast: excitement, fast action
- Normal: as the base level of your speech approximately 125 – 160 words per minute which ensures full pronunciation
- Slow: contrast, relaxed, slow action

Pause

- Before & particularly after when emphasizing something
- Change of subject
- Time for audience laughter

Practice your speech using the skills:

- Eye contact
- Physical delivery
 - Posture
 - Gestures
 - Movement
- Facial expression
- Vocal Delivery
 - Volume
 - Pitch
 - Rate
 - Pause