



How to Organise a Speech



BEFORE YOU BEGIN

Think Audience = Customer

What value are you providing them?

Speech Purpose - Entertain, Inform, Persuade or Influence?

Your Speech Objective – WRITE IT DOWN in 1 or 2 sentences max.

BASIC ORGANISATION

GRAB (Opening) - BODY (3 main points + support) – BRIDGE (Summarise) - CONCLUSION (Memorable!)

GRAB (Opening)

Give your audience a *Reason to Listen*

Draw in Audience – dramatic statement or fact ; a question (Have you.....?); or an interesting quote.

BODY

Aim for 3 main points or themes- 1-2mins each e.g. “past, present, future”

“Make a Point then Tell a Story”

Provide supporting evidence – personal stories/examples are best or credible research

Don't forget humour

Always keep on topic

BRIDGE (Summarise)

Always summarise – reinforces points and reminds audience of key points

Provides lead in to set up that memorable conclusion

CONCLUSION (Memorable)

Give your audience a *Reason to Remember*

Short and punchy

Should tie in to your speech objective

RULES FOR IMPACT

Law of Primacy and Recency – Audience most likely to recall your Opening and Conclusion

Rule of Threes – Groups of three are most memorable

CHECKOUT YOUTUBE SPEECHES

Ich Bin Ein Berliner – JF Kennedy

I'm So Lucky – Jock Elliot

Ouch – Darren LeCroix