

Selecting Your Topic



TWO SOURCES

Personal Experience – Interests; Career; Family; Education; Your Creativity.
Reference Material – Websites; Books; Magazines; Newspapers; Research Papers.

TWO SOURCES – Yourself and Others

NARROW YOUR SELECTION

Your Topic must FIT:

YOUR AUDIENCE – THE OCCASION -YOUR ABILITIES –BE SPECIFIC

Fit for Purpose = MEMORABLE SPEECH

YOUR AUDIENCE

YOUR AUDIENCE = YOUR CUSTOMER

UNDERSTAND YOUR AUDIENCE - Age range? How many? Prior knowledge? Homogenous or diverse group?

MEET their needs not yours.

RESPECT their time – Give them something of value

RELATEABLE – Is your material relatable?

GIVE AUDIENCE a reason to listen and a reason to remember

THE OCCASION

PURPOSE OF THE MEETING? - If not Toastmasters.

THEME – is there one?

OTHER SPEAKERS – Do you need to fit in and align?

YOUR MESSAGE must fit the Occasion

YOUR ABILITIES

KNOWLEDGE – Do you have sufficient knowledge to deliver the message? Are you able to answer questions? Can you rebut a counter argument?

CREDIBILITY – How will you establish your credibility on this subject? Personal experience is very powerful. Are you qualified in the subject matter? For researched material acknowledge sources and establish with audience why they are credible.

PASSION - Are you sufficiently enthusiastic and passionate to deliver the message? Why are you a credible speaker?

You need KNOWLEDGE, CREDIBILITY and PASSION

BE SPECIFIC

SPEECH PURPOSE – anchors your speech

Entertain - engages audience for the moment

Inform – raises audiences general knowledge

Inspire – raises audiences awareness & encourages further thought and research

Persuade – audience concurs with a viewpoint or changes opinion

SPEECH OBJECTIVE – What is your key message in one sentence? Is objective specific enough for time allowed?

SUB POINTS – Limit sub points and stories. Ensure they 100% explain/re-enforce key message?

SAVE – Extra knowledge/stories/materials for another speech

Don't clutter your speech – FOCUS = IMPACT