

## Consider the following the next time you are asked to “STAND and DELIVER”:

**What’s the Big idea?** All effective speeches have one central idea. What’s yours? Try to state it in a single sentence.

**Who’s listening?** Know your audience and write for their eyes and ears. Think about their level of interest and knowledge and then write with them in mind. They will love you for it.

**Get your act together.** Gather information and start sorting it into main ideas like problem-solution, past-present-future, or another pattern that your audience can follow. Remember, listeners only get one chance to process your information. Help them out by getting organized.

Now it’s time to write the speech....

### The beginning

You need an introduction that will grab attention and focus listening.

#### **Capture your audience’s attention**

- **Tell a story-** people love stories; just make sure that it relates to your topic.
- **Read a snappy quote-**make it brief and relevant.
- **Ask a question-**this will get your audience involved and thinking about your topic.
- **Startle your audience with statistics-**be sure they come from credible sources.
- **Use humor-**tell a joke if you are comfortable with humor; be careful not to offend your listeners.
- **Make a personal reference-**show that you have a personal connection with your topic.

#### **Link your topic to their needs and interests.**

“From my survey, I know that 85% of you feel that reducing the fat in your diet is very important. Wouldn’t it be nice to eat foods like potato chips without all that fat?”

#### **Prove that you know what you are talking about.**

“As a senior nutrition student and a volunteer at the medical center, I have learned a lot about dietary links to heart disease.”

#### **Preview your main points.**

“Today you will become a more informed consumer by learning about the history, mechanics, and controversy surrounding Olestra-the new fake fat.”

### The middle

Now it’s time to develop the main part of your message.

#### **First, state your point.**

“There are several pros and cons that we must consider when deciding whether or not we will include Olestra in our diet.”

**Second, use supporting materials** to develop or justify your point.

- **Examples/Narratives-** be sure they are linked to your topic and sufficiently detailed.
- **Statistics-**quantify your ideas and give them punch!
- **Testimony or Quotes-**to add credibility to your own observations.

#### **In any case, it is a good idea to cite your sources!**

- “According to..., ‘Olestra is unsafe.’”
- “An important fact is found in...”

The Speech Comm. Center has a handout with more ideas for citing sources in your speech!

**Always remember: between each of your main points, make a transition statement that previews or leads into your next point.**

“Now that you know how Olestra works, let’s look at the controversy surrounding its use.”

### The end

Now you need to give your speech a sense of closure.

**Briefly summarize your main points and end your speech with a memorable statement.**

Consider using one of the following:

- A quote
- Humor
- A personal story
- The ending to the story that you used in your introduction.

**Just make sure you reinforce the Big Idea!!**

### Another important tip:

A good speech today could lead to promising opportunities tomorrow. Your presentation will add to your credibility if listeners perceive you to be:

- **Competent:** Demonstrate that you have knowledge and/or experience with your topic. **For example,** “My summer internship in China taught me that an ounce of cultural sensitivity is worth more than a pound of military might.”
- **Trustworthy:** Be thoughtful, well organized, interesting, and give credit where it is deserved (e.g. citing sources).
- **Dynamic:** Show that you are truly interested in your topic. Listeners are willing to overlook other weaknesses if you can show that you are enthusiastic and sincere.
- **Composed:** Your message and your credibility will skyrocket if you remain confident and calm even when problems arise.

**Now, get to it...you have a speech to write!**



**Before you present your next speech or presentation, be sure to come to the Speech Communication Center!**

- Receive help with ideas for your next speech or with setting up your structure.
- Practice your speech in our presentation room. You can work alone or with a Speech Comm. Consultant. You will have access to a speaker's podium, T.V., VCR, computer with presentation software, and an Elmo visual presenter (similar to an overhead, but a lot better).
- Watch your tape and critique yourself or you can watch it with a Speech Comm. Center Consultant who can help you improve.
- Use one of our computers to search for information and resources on the Internet.
- Check our resource library for video instruction on speech preparation and presentation. We also maintain a collection of noteworthy speeches by well-known speakers and well-prepared students.

**The Speech Comm. Center is open Monday-Thursday from 1pm-4pm.** It is located in Shewmaker 207 (our office and video playback room) and Shewmaker 202 (our presentation room). If these times are not convenient for you, you can make an appointment for another time. If you need to make an appointment or have any questions, please....

**Call us at 873-6876 or e-mail us at "speakEZ@drury.edu"**



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Hours: Monday-Thursday  
1-4pm or by appointment

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# **The Speech Comm. Center**

## **What to Consider Before You Stand and Deliver**



**We can help you with  
classroom presentations and  
public speaking skills.**

