

**The Lost Art of the Great Speech.
How to write one – How to deliver it
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1. Before you speak

Once invited to make a speech you start to prepare.

- ❑ Format : What kind of event are you invited to? Are you the only speaker?
- ❑ Topic : You have to feel comfortable on the topic. Avoid that they are overselling you and create expectations you cannot meet.
- ❑ Purpose : be clear for yourself and for your sponsor what you want the audience to know, think or feel as a result of your speech.
- ❑ Time : can you cover the topic in the allotted time?
- ❑ Details : make no assumptions on logistics.
- ❑ Know the organization or company who invited you.

2. Preparing to write

The writing process includes :

- ❑ Research
- ❑ Brainstorming
- ❑ Purpose
- ❑ Outlining
- ❑ Identifying a thesis.

Then you can start organizing your speech and choose the method : chronological order, the 'Big Bang', the simple 'Tell'em' or the cause-and effect approach.

3. Beginning well – What your opening should accomplish.

An opening may need to accomplish:

- ❑ Establishing rapport between the speaker and the audience
- ❑ Set the tone for the speech
- ❑ Establish or reinforce your credibility
- ❑ Arouse interest in a subject
- ❑ Take advantage of your 'grace period' with the audience
- ❑ Carry your audience smoothly into the topic.

We can identify 5 types of openings : novelty, dramatic, question, humorous and reference.

4. Watch your language.

When you have many words at your command and using them with discretion are two very different things. Strong, simple words that compose our everyday language is advisable.

- ❑ Be yourself
- ❑ Talk with the audience, not at them
- ❑ Use appropriate personal references
- ❑ Use active verbs and vivid nouns
- ❑ Use active voice
- ❑ Be aware of meaning
- ❑ Get to the point.

5. 'Secrets' of the Pros.

- ❑ The Rule of Three: group your ideas in threes because it adds drama, interest and rhythm to your speech.
- ❑ Anaphora: repetition of words at the beginning of successive phrases.
- ❑ Alliteration
- ❑ Hyperbole and understatement
- ❑ Transitions

6. Using statistics.

You should keep following points in mind when using statistics :

- ❑ Statistics don't have to be dull, dry figures.
- ❑ Express statistics in terms to which your audience can relate.
- ❑ Don't use too many raw figures, particularly when they are close together.

7. Closing the speech.

Just as you had a 'grace period' in the opening minutes, the period of closing is similarly crucial. Closings fall into 7 categories :

- ❑ Summary
- ❑ Wrap-up
- ❑ Direct appeal
- ❑ Thesis
- ❑ Reference
- ❑ Inspirational
- ❑ Humorous or anecdotal

8. Editing your speech

Consider 5 broad areas when editing your speech :

- ❑ Edit for content: question everything, be critical, look at the overall content.
- ❑ Edit for organization : logical, coherent and unified
- ❑ Edit for style: short sentences, simple sentences and no unusual combinations of words.
- ❑ Edit for language: no overuse of jargon or long words, no clichés, obscenity or generalities.
- ❑ Edit for grammar: search for balance between the grammar rules and bending them to facilitate a conversational tone.