



open the door... to opportunity!

**Public Speaking: Speech Preparation**

Segment	Elements	Process
Strategic Focus	Audience-Focused Planning Clear Purpose Statement Targeted Audience Action	<ul style="list-style-type: none"> <li>• Understand Audience Needs</li> <li>• Create a Strategic Plan to Communicate Ideas</li> <li>• Define a Specific Purpose</li> <li>• Identify Desired Action from Audience</li> </ul>
Planning and Content	Research and Interviews Personal Resources Audience Involvement	<ul style="list-style-type: none"> <li>• Find Information, Stories, and Examples</li> <li>• Use Personal Stories and Experiences</li> <li>• Plan Audience Involvement</li> </ul>
Organization and Structure	Logical Development Organizational Patterns Transitional Devices	<ul style="list-style-type: none"> <li>• Determine Need for Inductive or Deductive Reasoning</li> <li>• Choose the Best Organizational Pattern</li> <li>• Polish Transitional Language</li> </ul>
Keys to Success	Exciting Introductions Thematic Unity Stories/Anecdotes Bold Conclusions	<ul style="list-style-type: none"> <li>• Construct the Essential Steps of an Introduction</li> <li>• Master the Ways to Get the Audience's Attention</li> <li>• Anchor Concepts by Weaving in Stories</li> <li>• Build an Exciting and Effective Conclusion</li> </ul>
Powerful Language	Improve Writing Skills Effective Word Choice Persuasive Appeals	<ul style="list-style-type: none"> <li>• Make Precise and Memorable Word Choices</li> <li>• Use Figurative Language</li> <li>• Incorporate Rhythm and Alliteration</li> <li>• Avoid Clichés</li> <li>• Understand and Utilize Persuasive Appeals</li> </ul>

<p>Visual Aid Design and Use</p>	<p>Escape the PowerPoint Trap Enhancement vs. Distraction</p>	<ul style="list-style-type: none"><li>• Understand the Effective Use of Visual Aids</li><li>• Know when Enough is Enough</li><li>• Engage the Audience Visually and Emotionally</li></ul>
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