

Preparing Your Speech

1. What is the title of my speech/presentation?

2. Who is my audience? What do they need? How will I make them care?

3. What is the goal of my speech/presentation?

- To instruct or to inform?
- Convince, persuade, influence or motivate?
- Amuse or entertain?

My goal is _____.

4. What is my **theme**? _____.

5. The main points I want to cover are:

- 1.
- 2.
- 3.

6. **Introduction:** (90 seconds)

- Introduce yourself
- Hook your listener with an interesting statement.

DO NOT:

Apologize
Repeat the title
Complain
Make excuses

AVOID:

Starting with dialogue
Rhetorical questions
Giving away the ending
Giving a summary at the beginning

7. Body

Start with a short two-minute story: an anecdote with a universal connection to your theme or a short human-interest story which is relatable. Make sure the story has vivid images and an emotional charge to match the theme

My story starter is _____.

- What is the location of the story?
- Who are the characters? How are they important to the story?
- What is the situation or problem that needs to be solved?
- Is there an innovation or a surprise?
- How does the story end? What is the transformation or change over time?
- How does the story connect to my goal?
- What is my call to action?

8. Conclusion:

- Restate the essential message. Keep it short and simple.
- Memorize the opening and the conclusions statements.
- Refer back to the story, themes and opening.
- Do not introduce any new information.

Make your ending a strong statement or quote which inspires the audience, and it supports the theme. Do not just fade off. Own the stage.

Storyteller Tools:

- Eye contact
- Clear voice
- Voice with volume, tone, cadence, expression, rhythm, pauses and timing
- Use meaningful gestures, not arm flailing
- Avoid “um” and “and,” use but and therefore instead
- Facial expressions to create emotion and empathy.

People remember what you say 20% more if the information is presented in a story format. Stories invite your listener to think and feel, engage your audience and produce connection and empathy.

Practice your speech at least five times. When you are prepared and know your topic, you are confident.

Before your Speech:

1. Dress comfortably and professionally.
2. Go to the bathroom.
3. Drink water (avoid dairy products prior to speaking to have a clear voice).
4. Brush your teeth.
5. Take five deep cleansing breaths.
6. Bend over and let your body relax.
7. When you enter virtual or live stage, smile, be conscious of your posture.
8. Own your presentation and know you are worth it!

Structure for a Ted Talk *(18 minutes max)*

- Start by making your audience care, using a relatable example or intriguing idea.
- Explain your ideas clearly and with conviction.
- Describe your evidence and how your idea could be implemented.
- End by addressing how your idea could affect your audience if they were to accept it.
- The goal is to communicate an idea effectively. The story is the tool.
- Tell the story with passion.

Kick Fear to the Curb

Fear can be a self-fulfilling prophecy. If we tell ourselves that we are afraid of the dark, when we enter a dark room or hallway, the stress hormones in the body begin to activate. We can either let it happen or stop the reaction by using the above-mentioned exercises. However, we must work on changing the negative messaging we are repeating in our minds. Here are some suggested phrases you may wish to write on notes and leave the affirmations in places where you can view them daily. Exercise prepares the body to be strong, verbal affirmations strengthen the mindset.

Verbal Affirmations	
• I am prepared for this presentation	• I can conquer the fear.
• I have practiced.	• I have confidence in myself.
• I understand my topic.	• I have confidence in myself.
• I have the power of a story within me.	• I have the strength to manage this moment in time.
• This presentation is temporary.	• I can show the world I can do it.
• I have breathed in deeply to restore calm to my body	• I can do hard things.