Public Speaking
Developing Speech Content

District 1-A Lions Clubs

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Developing Speech Content Objectives

- Outline: Draft a complete outline of the introduction, body and conclusion.
- Opening: Design an opening to connect and build trust
- Body: Develop and clearly organize the main idea and examples
- Conclusion: Summarize the main points and challenge the audience to action
- Resources: Create your speaker's notes and audience visual aids

Developing Speech Content

The goal of this module is to show you how to create the materials you need in order to successfully deliver a speech.

Included are writing an outline, developing key parts of the speech, and suggestions for creating speaker's notes and audience visual aids.

This module demonstrates how to develop and organize content for a speech.

Five Steps in Developing Speech Content

1. Draft a complete outline of the introduction, body and conclusion
2. Design an opening to connect and build trust
3. Develop and clearly organize the main idea and examples
4. Summarize the main points and challenge the audience to action
5. Create your speaker's notes and audience visual aids

1st Step – Draft a Complete Outline

- Include your thesis statement—what you want to say about the topic

- Select relevant supporting points

- Include details with which the audience can identify

2nd Step - Connect with your audience and earn their trust:

- Get the audience's attention

- Begin with something you have in common

- State why you are there

- Preview the contents of the speech

3rd Step - Organize your speech based on your primary purpose:

- Express your main idea

- Select relevant and timely examples to support the main idea

- Plan for the content you'll need to use but stay within your allotted time

4ᵗʰ Step - Set up your conclusion:

- Recap your main idea

- Summarize the supporting points

- Tie everything together

- Challenge the audience to do something with the new information

5th Step - Design your documents:

- Decide if you plan to read your speech or speak from notes.
- Generate the text for that speech or design an outline you can refer to while speaking.
- Create visual aids for the audience, as needed

Additional Details for Review Purposes

- For Working Outline -
  - Write a **purpose statement -** what you want to accomplish
  - Create a **thesis statement -** how you will express the main idea to the audience
  - Develop a **complete outline** that is unified, coherent and balanced
  - Define your speech's purpose and your goals

- A Few Quick Tips -
  - **Purpose statement** is for you, and it should summarize your goals for giving the speech
  - The **thesis statement** should be phrased for the audience and states the main idea you want them to remember
  - A **complete outline** includes the **introduction, body and conclusion**, and it should be in a standard outline format

Developing Speech Content

Outline Details

- Opening -
  - At the beginning of your speech, make sure to:
  - Get the audience's attention
  - Establish your credibility
  - Introduce the topic and purpose
  - Preview the main points
  - Motivate your audience to listen

- A Few Quick Tips -
  - **Gaining Attention -** Start by telling a personal story related to the topic or ask a rhetorical question
  - **Establish Credibility -** Relate a relevant experience you may share with your audience
  - **Motivate the Audience -** Connect the importance of your message to something the audience cares about

Developing Speech Content

Outline Details

- As the Opening and the Body of the Speech is Developed -

  - Organization, such as cause-effect, chronological, compare and contrast or narrative
  - Examples and supporting points, making sure they are personal, relevant, timely and documented

- Keep Organization Clear - There should be some logic to the way you support the main idea of your speech. Base the organization on the topic and what you want to say about that topic

- Support the Main Idea - Each example or point you use to support the main idea should be specific, relevant, timely and verifiable. Use concrete details that paint a mental picture for the audience

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Speech Body

- Guidelines for Organizing a Speech -

    - Does organization and order matter?
        - Informing – Most Important to Least Important

        - Cause-Effect – Give results of one choice vs another

Developing Speech Content

Speech Conclusion

- Signal the End: Let your audience know you are starting to wrap up so they can pay special attention.
- Summarize Key Points: Provide a brief account of each main point in one or two sentences
- Restate Your Main Idea: Wrap up by showing how your examples and key points work together to support your main idea
- Challenge the Audience: Challenge the audience to use the information you have given them to accomplish a club or district goal

- For the conclusion
    - Let them know the end is coming
    - Restate my main idea
    - Summarize the key points
    - Challenge them to attempt the objective

- If they know you are almost finished
    - Audience is more likely to pay attention!

<u>Remember…..</u>

Design two resource documents -

- One document for your use when delivering the speech, such as an outline or speaker's notes in PowerPoint or a script

- Visual aids, if you want your audience to view anything while you are speaking

Speech Resource Tips

Reference Notes –
•   To sound professional yet conversational, learn your material and use an outline, speaker's notes or bullet points from which to stay on track.

Use a Script –
•   If you write out your speech and plan to read it, make sure to practice sounding natural and conversational—you should not sound like you are reading.

Visual Aids –
•   If you use visual aids such as PowerPoint slides, make sure they are well designed—contain very few words in large font—and that lists are similar.

Handouts –
•   If you have handouts or materials for the audience, be careful when they are distributed—you want the audience paying attention to you, not reading during your speech.

Conclusion

- Congratulations!

- You've completed the Developing Speech Content learning module.

  There is one more module that is part of the Public Speaking course:

  - Delivering the Speech

Questions?