



SPEAKING SKILLS

Mastering the Art of Speech

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Introduction

This manual is entitled “Speaking Skills” and while the majority of this manual will involve being a successful public speaker, there are other aspects covered here.

Before you can be a good speechmaker, you must master the basic art of speech itself. Not speechmaking—speech.

Listening, conversation, and asking questions are all aspects to the art of speech. As you read through this manual, you will discover many points of improvement to the basics of your own speech. Each point will lead you toward the goal of becoming a solid and effective speaker.

Towards the end of this manual you will find tips and guidelines for a wide variety of prepared speeches, such as The Bad News Speech and The Election Speech. Each will provide details for presenting and creating these speeches that will help you become a solid speaker regardless of the occasion.

There is also a section called The Basic Speech Outline Formula, which will provide you with four easy steps that will organize most any speech.

Once you’ve made it through this manual, keep in mind that the very best way to become a successful public speaker is to speak in public. That means get out there and do it over and over and over, as often as you have the opportunity!

The Art of Listening

Speech cannot be effective without good listening. Listening is done every day, but too often, it is done badly. It needs concentration, the desire to understand, an awareness of what is meant, and judgment on how to act. No one can be a good speaker, whether in conversation or prepared speechmaking, without first being a good listener.

Poor listeners fidget, considering listening an imposition. Aggressive listeners try too hard and intimidate speakers with the intensity of their attention. The pseudo intellectual listener is deaf to the emotions of the speaker, looking only for ideas he or she can use. The passive listener contributes nothing, merely nodding agreement at appropriate places. The inaccurate listener reads meanings that distort the intention.

Bad listening includes deciding the subject is uninteresting, criticizing the speaker's mannerisms, listening only for facts, forming an opinion too soon, not absorbing difficult material, and daydreaming.

The good listener will look at the speaker's facial expression, gestures, and body language. He or she will admit not knowing something and ask questions to clarify matters. He or she will not make snap judgments or evaluate every statement heard, but will create a warm, sympathetic atmosphere that encourages free speech.

What are listening skills? Once you have paid attention and have become interested in a message, what more can you do?

There are many things. Put yourself in the place of your speaker. When you talk to another person, how do you feel if he just sits and stares at you? Most people would feel very uncomfortable and would become more concerned about their listener's inactivity than about delivering their message. The way you listen affects the way another person speaks.

There are five basic skills you can use to improve listening:

Number One:

Listen with your whole body. Use your facial expressions and body movements to tell the speaker how well you understand his message. Sit forward in your chair and remove distractions between you and the speaker. Nod when you agree; raise your eyebrows when you are confused; smile when you are pleased; show your concern and interest with all your motions. When you do this, you will help the other person become a better speaker.

Number Two:

Give the speaker verbal signs. Just as a driver looks for speed limit signs, detour signs, and danger signals on the road so the best route can be taken, speakers look and listen for signs from you to communicate properly. Signs you might use are "Uh huh," "I see," "Yes, I know," "Huh?" "Would you repeat that?" and similar statements. Use these to

show the speaker when to slow down, speed up, stop, or take a new direction. Ask questions about the things not mentioned to clarify the message.

Number Three:

Replay the message for clarity. When you are not sure you heard the message the way it was meant, stop the speaker and say, “This is how I heard what you said—am I correct?” or say, “In other words,” and restate the message the way you heard it.

Number Four:

Listen to the message, not just the words. Facial expressions, gestures, voice tone, eye contact, and touch each help transmit information. However, if you are not conscious of this communication, you can miss the unstated messages, which many times contradict the stated ones.

Number Five:

Summarize as you listen. Normal speaking rate is 125-150 words per minute. Our minds think many times faster than that. Take advantage of the edge this gives you by summarizing as you listen. Summarize just as you would in taking notes on a lecture. Use key words to remind you of main points. Don't try to remember whole sentences. Recent studies have shown that students who took the fewest notes retained most of what they heard. The more extensive your notes become, the less you are able to listen. Draw brief mental outlines and review them later.

Never forget that before you can begin speaking in a conversation, you must first determine what you need to say. You can only do that by being a good listener to the other person (or persons) involved in the conversation.

Conversation

Conversation, like listening, is a skill that too few individuals seem to want to develop. People believe that all you need is an audience with ears, then you open your mouth to talk, and a conversation is in progress. Although it is not necessary to make a whole course out of this subject, it is important to realize that the bigger percentage of our total communication activity is, in fact, conversation.

The art of conversation is one that will provide a number of basic speaking and listening skills that will be useful for everything from blind dates to interviewing a nuclear scientist.

Step One:

Conversation is divided into a number of categories:

Speaking: To make good conversation, you must have a pleasant, quiet, and friendly voice. You must speak with clarity and you must speak in a relaxed, informal manner. You must avoid raising your voice or speaking quickly, trying to control the conversation.

Listening: Concentrate very carefully when another person is speaking, picking up the highlights of that individual's presentation. Listen more than you speak during the conversation.

Questioning: Ask good questions and follow up the answers with a further question or questions. Use the sequence of asking a question, listening to the answer, giving some information from your own experience, and then asking another question.

Giving Opinions: Wait until you have established a good rapport with the other person or persons before you offer opinions. Don't impose your opinion or develop an argument in favor of an opinion you have given. When making an opinion, give it briefly and objectively, and perhaps ask for some comment on it from your listener or listeners.

Gesturing: Keep gestures to a minimum. Keep the scene as informal as possible. Keep gestures within the context of the situation in which you find yourself. Avoid making gestures if you are starting to dominate the conversation, as it may affect the conversational setting adversely.

Opening the Conversation: Especially in strange places or with people not known to you, you must overcome the natural tendency to avoid communicating. Do this by entering that individual's private space quietly and informally, making sure you don't frighten or startle the individual. Avoid using corny clichés, such as "haven't we met before," by having a number of opening lines suitable for the occasion, such as "excuse me, please, but I am looking for..." or "I'm sorry to disturb you, but I've only just gotten here and I am somewhat lost..." or even, "I beg your pardon, could I ask you a small favor..."

Step Two:

Now is the time to look at the content of some good conversational activity. The notes below will alternate between some good content ideas and things to avoid in a successful

conversation. The content of the conversation includes actions, words, ideas, and a variety of useful pointers:

ALWAYS look at the person when he or she is speaking during a conversation, but when you are speaking, look away from time to time to avoid an intensity that does not fit conversation.

NEVER get so close to the other person that you risk such horrors as sharing your bad breath, spitting on the hapless individual, or giving the impression that you want to dominate the conversation.

IN MOST CASES, a good conversation is developed when sitting down so that both persons are more relaxed. Sit only as close as necessary to achieve this informality.

DO NOT fall into the temptation to change a conversation into an argument, a dissertation, a “you-listen-to-my-ideas” session, or to a critical analysis of people or things. These are intrusions into the art of good conversation.

OFTEN let the conversation develop through a series of well-directed questions from you. Build upon the answers with more questions or comments from your own experience.

DO NOT use the conversation as an opening to something quite different, such as an argument, criticism, or rebuttal, because these communication forms have their own rules.

PRACTICE opening statements so that you can do one of the most difficult things—start the conversation.

DON'T let a conversation go on if you are tired, angry, frustrated, bored, grieving, or suffering from any one of a number of attitudes not conducive to a good conversation.

Step Three:

Here are some ways to develop a good conversation:

Ask questions about the other person's occupation and hobbies/leisure activities.

Ask questions about the other person's family.

Ask questions about the other person's youth/childhood.

Ask questions about the other person's taste in music, films, theatre, food, clothes.

Discuss current major community and world headlines.

Discuss the government in general terms, avoiding partisan politics unless both parties can handle the discussion without becoming argumentative.

Discuss recent successes of both parties.

Get opinions on various matters.

Talk about school days.

Tell jokes that are suitable (but *only* well into the conversation).

Give the weather no more than one percent of the total conversation!

Discuss sports, either as participants or spectators.

Do not ask a person his or her age.

Discuss the immediate environment if it is suitable to do so.

Keep on asking questions, but don't sound like a detective at an investigation.

The Art of Asking Questions

Whether you follow the guidelines of good conversation in the previous chapter or not, in the age of around-the-globe travel and instant e-mail, pronunciation, habits, and differences in background and culture often make communication unusually difficult.

By asking correct questions, you will have the advantage of finding out your listeners' interests, feelings, and needs so that you can capitalize on these when it is your turn to speak.

The words we use in questions are important. How we say those words is just as important.

Five Guides to Good Questions:

1. Questions should not lend themselves to a YES or NO answer.
2. Questions should not be leading.
3. Questions should not reveal your objective.
4. Questions should be short.
5. Questions should be limited to a single point.

These Guides are elaborated on below.

Guide One: To get your listener actively involved, encourage him or her to explore his or her ideas and feelings by starting your questions with words such as: Who, What, Where, When, Why, How.

For instance, instead of asking, "Have you ever heard of our activities?" ask "What have you heard about our activities?" This requires the listener to give more than a one-word answer and gives information that can be used to guide you in asking effective follow-up questions.

Guide Two: When you want unbiased information, don't ask leading questions—questions that suggest the answer.

For instance, instead of asking, "Why do you think this solution is good?" ask "What do you think of this solution?" The listener then feels free to tell you whatever is on his or her mind, and you're more likely to get a truthful answer.

Guide Three: When you want valid information, don't ask direct questions—questions that reveal what you're looking for.

For instance, instead of asking, "Why do you buy from this supplier?" ask "How do you evaluate a supplier?" Since the listener can't detect the objective of the less direct question, he or she is more likely to give a truthful answer. You don't reveal the special interest behind your question, and the answer might give you information you would not have asked for.

Guide Four: Questions should be short enough to be easily understood.

For instance, instead of asking, “In order for me to get a complete understanding of your problem, could you describe in detail the various reasons that prompted you to decide on the course of action you took to overcome your difficulties?” ask “How did you solve your problem?” The danger of a long question is that the listener can’t remember all the words, so he or she can’t answer accurately. With short questions, you’ll get more accurate information.

Guide Five: Questions should deal with a single point.

For instance, instead of asking, “With so many products to choose from, do you spend a lot of time studying manufacturers’ claims and making comparative cost estimates?” ask “How much time does it take you to evaluate a product?” This short question calls for an answer that is more to the point and does not invite a YES or NO answer. The listener will be able to give specific details without confusion.

Questions are often asked in speech that are not the wrong questions, but are phrased badly. These questions will provide you with too little information or information that is not what you need.

Remember these basics: Good questions are short, cannot be answered by YES or NO, and are phrased to allow the listener to reveal his thoughts more fully.

Interviews

You may not think that this section of the manual applies to you, but it will, at some point in your life. There are several different types of interviews; television, radio, newspaper, individual, group, political, and so on, including job interviews.

What do these various interviews have in common? There are two distinct parties. The first is the individual or group holding the interview and the second is the individual or group being interviewed.

If you are the interviewer:

Research the individual you are going to interview, including his background, his most recent activities, the organization he represents, and all other relevant information to make sure you have an informative, intelligent interview.

Prepare a number of questions before the actual interview, and from this list, make a short list for the interview itself. Think ahead to possible answers to questions, and prepare follow-up questions.

If you are the interviewee:

Be sure to have a sound knowledge of yourself and the organization or business you represent. Know inside and out the most recent activities and all relevant information about them.

Make a list of questions you think might be asked and prepare answers to them.

Some things to remember about interviews are:

1. An interview is NOT a confrontation. The first party to make it so is usually the loser.
2. Misunderstanding is rife in interview situations, so it is possible that you may have to answer slowly, repeat an answer, or bring the subject back to where you can make your point more successfully.
3. For newspaper interviews, you might want to provide notes or tape the interview for your own records. In this way, you insure yourself against the oldest problem with such interviews: the misquote.
4. Be careful not to treat the interviewer with suspicion. Be prepared to accept that the interviewer is fairly intelligent and wants both of you to do well from the experience.
5. At job interviews, resist the temptation to be false or artificial. If you made it to the interview being yourself, you may very well succeed by acting the same way. Be honest with your documentation. It becomes increasingly difficult to live a lie, especially if you are accepted and colleagues ask about the wonderful exploits they read about in your resume.
6. The interview is a communication form where the interviewer must search for the best possible answers to the best possible questions in the shortest possible time. The individual being interviewed in that same situation must give the best possible answers to the most relevant questions to his own situation and not necessarily those selected by the interviewer.

7. An interview usually tells both sides of the story, so use the technique well. Bring lots of patience to any of the forms of interview because question-and-answer situations can sometimes cause you to lose your composure. It doesn't look well to appear miserable, to mumble, to stumble over answers, or to lose your composure.

Now for a little more on job interviews, which will be the most often encountered form of interview.

If you are interviewing for a job, you can expect two types of interviews: Being interviewed by one person and being interviewed by a panel. The panel interview is becoming more and more popular because in an ever-shrinking work force, it is vital to make sure new employees can not only get the job done, but will fit in well with existing staff.

If you are going to talk with only one person, you might be able to avoid being fully assessed. If a panel will interview you, it will be difficult to hide any weaknesses or shortcomings.

But, if you made it to the interview, you are on the short list. Remember that during your interview and make sure you are confident in appearance and you are totally honest with your answers. This will gain the respect of your interviewer(s).

Be well prepared not only with materials, dress, voice, and mannerisms, but also **DO YOUR RESEARCH** on the organization or business that is interviewing you. Be able to add to answers and to trade information with the people who ask you the questions. Have some opinions on aspects of the organization's philosophy, management, method of operation, or products, because it confirms you have done your homework and that you are already starting to sound like one of the team.

Whatever happens, you are there and so you must make the very best of that opportunity. If you don't get the position, you will have learned some valuable lessons that will benefit you at your next opportunity. If you did get the job, don't forget the lessons you learned. You may need them again sometime in the future.

Presenting a Report

With the ever-increasing number of persons who need to be present when a report is delivered, there is a necessity for some formality.

Even a short report or the giving of a message to a group needs care to ensure it is understood clearly. While each report will be different with different features, using the following format in an appropriate sequence will make sure the report is clear and understandable:

WHAT	What is my report about?
WHY	Why am I making this report? Why am I making it to this audience? Why are we doing this activity/taking this action? Why should you be interested? Why is it wrong for us not to be involved?
WHO	Who is involved in this activity/action/decision? Who has/have been involved previously? Who should be/have been involved? Who may become involved later? Who will benefit from this activity/action/decision?
HOW	How are we going to implement this project/activity/make this decision?
HOW LONG	How long will it take us to implement this project/activity/decision? How long has this situation been in existence? How long have others tried to correct/adjust/promote, etc?
WHEN	When will it commence and end? When will this group become involved?
WHERE	Where will most of the action take place?
IF	If any of the above items change, here are some of the planned adjustments. If we do not support this idea/principle/project/activity, etc., we should at least do the following.

Generally, a longer, written report will have been distributed, so the report writer will merely sum up the report and recommendations in a verbal report. Do not read the written report word for word. Emphasize highlights rather than giving a summary of the whole (which might not hold audience attention) and provide details of the highlights.

Impromptu Speeches

For many people, the most available opportunities to speak to an audience come in the form of impromptu speaking. You may be at a meeting on the company's proposed insurance plan, and be asked for your opinion. You may be at an engagement dinner and be asked to say a few words about your lifelong friend, the groom.

Anyone can find himself or herself suddenly on the spot to say something appropriate without any notice whatever. It is a predicament where a quick wit or an ability to spin a quick humorous anecdote may meet the situation initially, but even this may not be enough to satisfy the demands of the occasion. The following are suggestions to help in meeting the emergency of an impromptu speech.

Use Previous Speaker's Remarks

The Chair of whatever the function may be or a preceding speaker at the function may have expressed a thought or stated something that you can say a few remarks about and direct into a main theme for your speech.

Past, Present, and Future

Everything and everybody has a past, present, and future. Recognition of this basic truth will help you get your impromptu speech started. For instance, you can use the words "I remember when," "In the years to come," and so on.

Use of Personalities

Everyone has in their memories the names of people associated with different sports or historical events, or inventions or crusades or politics, or... Thinking through those you know may touch off a line of productive thought useful to you for your impromptu speech.

Use of Opinions

Every person alive has an opinion on everything that has, does, or will exist (you do yourself, if you'll stop to think about it). Your opinion, when called upon to make an impromptu speech, will provide you with speaking material.

There are many other ways to improve your impromptu speaking skills. The first is to pay attention to yourself when you are carrying on conversations. Put a rubber band around your wrist and every time the words "uh" or "um" come out of your mouth, snap the band on your wrist.

Language is an important factor in being a successful speaker. Spend time reading to increase your vocabulary. If you don't know the meaning of a word you encounter, look it up in Webster's.

You can also prepare in advance for on the spot speaking, by making general preparations. Keep abreast of the news, read on a wide variety of subjects, listen to music of all types and keep note of titles or lyrics. These will all provide you with material to

start from when the surprise speech crops up. For instance, imagine the fun elicited from such topics as “Jailhouse Rock” by Elvis or “Kryptonite” by 3 Doors Down.

While the very nature of impromptu speeches will prevent you from ever being totally prepared to speak to a group of people, you can be generally prepared for any occasion and come out the star of the event.

And last, but certainly not least, in reaching your goal of becoming a successful speaker, one of the most important things to do is to start speaking out at meetings and gatherings and keep speaking, time after time, until you feel a comfort level with doing it. Remember that practice makes perfect!

Prepared Public Speaking

Everything that people do together depends on talking. When we talk well, we can understand each other and help each other. But when we talk badly, our talking causes confusion, conflict, and discord.

But it isn't enough to just be able to carry on entertaining conversations with friends. In today's world, things are organized into meetings, conferences, and discussions. You can't make it in most jobs without having one of the above happen during the course of a day. Being prepared to use speech is crucial to success.

General aspects of speech have been covered already in this manual. This section involves using those aspects of speech to be a speechmaker.

The difference between impromptu and prepared speeches is huge, and it's all in the preparation. When you know in advance you'll be giving a speech and you leave the collection and preparation of material to chance, or you rely on the ability to think on your feet, you open yourself up to failure. There is a procedure to follow that will make sure you collect the material you need and deliver the speech of your life.

First, you need to determine the aim of the speech. In order to do that, you're going to have to answer these questions?

1. Who will make up the audience?
2. Where will you speak?
3. How long is your speech to be?
4. When will you speak?
5. What will you speak about and why?
6. What is the reason for the speech? Entertainment? Persuasion? Information?
7. Why are you the one speaking?

Once you have written down the answers to these questions, you know the basic parameters your speech needs to have.

Second, you need to ask yourself:

1. How much do I know about this subject?
2. What don't I know about it?
3. Which part of the subject is most important? Past? Present? Future?

If you're lucky enough to be an expert on the subject of your speech, then "research" will mean that you rearrange what you know to achieve the aim of your speech. If not, "research" for you means a trip to the local library, time spent searching on the Internet, and hitting the local newspaper files. Information for any speech can also be found through specific help from people who work in the field. For example, approach the National Medical Association for research on whether taking aspirin every day reduces the risk of heart problems.

When you've collected enough material to have a basic understanding of the subject (past, present, and future) decide what theme to follow. Or, in other words, determine what the most important or interesting idea or line of reasoning is that you want your audience to get out of the speech.

Then, put on paper, using short sentences, every idea you have on the subject. Don't worry about putting things in "proper" order, just get everything on paper. Once that's done, go back through and arrange your ideas into an order you could make a story out of. This will be the general sequence for your speech. Every speech must have an introduction, a body, and a conclusion.

Introduction

1. One purpose is to gain attention and arouse the interest, excitement, and curiosity of the audience.
2. Another purpose of the introduction is to prepare your audience and to open their minds for what you want to tell them.

Here are some good ways to start your speech:

A personal anecdote or experience

Tell a short story appropriate to the occasion

Use a quotation

Ask a rhetorical question that is challenging and then answer your own question to the advantage of your theme

Give historical background material

Give personal material related to the subject

DO NOT apologize for your speech, your subject, or anything else

DO NOT start by saying, "My speech is..." or "The title of my speech..."

Body

This section is the meat of the speech and can be divided into two parts. The first should lead as a bridge from the introduction into your main topic. The second should be made up of facts and specific illustrations.

You have set the direction of the speech in the introduction and now you're ready to move on to the message. Here are a few suggestions:

Make sure the speech is not too technical for the audience to understand

Make sure the speech is not too trivial or too broad (covers too much material in too short a time)

Be sure you have enough backup material

Make sure you can stay within the time limits

Make sure you are familiar with the material

Make sure your material is organized

Conclusion

The conclusion of a speech is most important. The conclusion brings together all of the arguments, points, and emotions of the speech to a logical ending. This is

the speaker's last opportunity to bring home the message of the speech with a powerful impact on the audience.

The end of your speech should have a point, be bright, and be definite. It must answer the audience's question of "Why should we care?" In your conclusion, ask the audience to take some specific action such as: join, contribute, vote, write, buy, etc.

Write out your speech to include all three of the above sections and after you are satisfied with it, read it carefully a number of times. Ask yourself, "Does the main theme stand out? Does it logically move from the general to the particular? How good is my choice of words?" Make any changes necessary.

Here are general topics to be aware of when giving a speech:

1. Be well-groomed, walk to the speaker's place gracefully, and stand erect. You need to have confidence in the way you look and feel.
2. Begin with a warm, sincere smile.
3. Talk directly to various individuals. Don't look over their heads, out the windows, at the microphone, or always at the same person.
4. Speak loudly enough to be heard.
5. Vary the pitch and volume of your voice and the rate of speed at which you are talking from time to time. Speak with animation. Change expression. Use the gestures that come naturally to you.
6. Don't try to memorize your talk. You might forget it, and then where would you be? Understand your outline thoroughly and be very familiar with it. If you leave out a key word or thought, no one will know it but you.
7. When you use notes, don't read the speech to your audience. You may have to read a passage or a quotation here and there, but never read the whole speech.
8. Don't worry too much about a sudden attack of stage fright. It is normal, and everyone has experienced it at one time or another. If you are well prepared, then you can have confidence in knowing your subject well. No matter how nervous you are, your audience should see you as a calm, assured, confident authority on your subject.
9. Look alert. Look happy. Look confident. Speak with enthusiasm!

Types of Prepared Speeches

There are many different types of speeches. Each type of speech has aspects of varying importance depending on the type of speech they are, and these are covered in detail here.

The Acceptance Speech

1. Try to anticipate (this is prudent, not presumptuous) the possibility of such a presentation ceremony and prepare something to say.
2. Be modest; your success is rarely a one-person effort.
3. Recognize the gift during the speech.
4. Thank the person who has made the presentation for the manner and spirit in which it was done.
5. Thank the organization, group, or person making the honor, office, or gift possible.
6. Praise those who have helped you; throw the spotlight onto others.
7. Declare the special meaning of the presentation to you personally or whomever you represent.
8. Express thanks again.

The Bad News Speech

1. This should be delivered without humor, but an effort should be made to be not too emotional: “It is with regret I have to announce,” or “I’m sorry to be the one to have to tell you,” are suitable opening phrases.
2. A few words about events leading up to the event being announced may not be out of place. If possible, a short explanation of the cause of that event will be appreciated, and maybe, stop a rush of inquiries and/or the start of unfounded rumors.

The Election Speech

This speech is an opportunity for a candidate for office to share his or her ideas regarding the organization in which he or she seeks election and the hopes for the chance to make improvements to that organization.

An election speech should be carefully planned. Personal qualifications should be mentioned and past personal achievements should be stated to establish credibility. If these have been detailed on handouts beforehand, then the candidate should mention the main points only in his speech because some in the audience may not have seen the handout.

The weaknesses within the structure of the organization and any failures to achieve objectives could be mentioned to highlight areas requiring attention, but personalities (such as calling the current office-holder a lazy, no-good, so and so) should not be stated or even implied.

The candidate's aspirations should be expressed as an intention to do his or her best to achieve something worthwhile. An election speech should not be oratorical. Notes should be in the form of hand-held cards.

Timing is of the utmost importance—keep to the time limits.

The Entertaining Speech

The entertaining speech is fun, because we all like to be entertaining and make people happy. But, because of this, it is a difficult speech to make. Most of us are not born entertainers. It is something we must cultivate. Here are some tips:

1. Be brief, particularly if you are not a natural humorist.
2. Set about collecting a supply of humor—good stories and good jokes. Pleasant good humor is the key. However, it must be tied in some way with the subject of your speech.
3. Personalize the material. Adapt it to your audience and yourself. Assume your words are personal, and that your listeners are your friends. Play good naturedly on the persons present. Find out who is on the program and in the audience.
4. Keep your remarks in the theme of the gathering. Don't make unpopular remarks. Poke a little fun here and there. If speaking of something commonplace, try to dig up an unusual feature to make it really interesting.
5. Select something that will serve to introduce the serious content of your speech. Find a conclusion that will leave your audience smiling.

The Farewell Speech

1. Anticipate the possibility of a farewell speech and be prepared.
2. Declare regret that you are leaving these people, this organization, or this locality.
3. Try not to be over emotional.
4. Recall pleasant experiences shared with those about you.
5. Praise those with whom you have been closely associated.
6. Look forward to meeting those present again, and warmly encourage future communication.
7. Bid farewell.

The Good News Speech

1. The speaker should show enthusiasm, and announce right away that he or she is delighted to be able to give good news that will please the majority/everybody.
2. A short explanation of the cause for delight will make a talking point for all present.

The Informative Speech

The informative speech is factual in character. It is one of the easiest to give because in most cases, you will be talking about something with which you are familiar, and you are required only to impart information. You do not have to sell or be vastly entertaining. Here are some tips:

1. Realize that the crux of your address is how it affects the audience. Everyone is interested in how a certain matter affects them—so start the speech to interest your particular audience.
2. Capture your own thoughts; develop them to the fullest.
3. Keep in mind your audience doesn't know as much about the subject as you do. Present the facts in an interesting manner. Where possible, avoid statistics. Don't use staggering figures that will be difficult to comprehend.
4. For description, relate unknown to known. Compare figures and relative size to something with which the audience is familiar.

The Loser's Speech

1. Generally speaking, a loser should credit the winner with being better able.
2. Emphasis should be made of the fact that one's best effort for that day/purpose had been put forward. If appropriate, no harm will be done if that statement is extended to considering it not up to one's normal/expected performance—but then, "but it's the performance today which counts," should be added emphatically.
3. Thanks for help should be stated, and the finishing remark should be to wish the winner well.

The Oratory Speech

Oratory is a very special kind of public speaking. The orator speaks for a special purpose, in a special way, at a special time. The oration is a memorized, original, persuasive speech, dealing with worthwhile subject matter of timely interest, demonstrating qualities of logic, organization, language, and delivery, producing an effect of eloquence which is far above the ordinary. Here are some tips:

1. Make the introduction interesting, arresting, and original. It is necessary to capture the audience with opening remarks.
2. The story line should develop gradually, revealing details concisely.
3. The conclusion is the climax of the oratorical appeal and should develop naturally from a progressive buildup of material and presentation—otherwise, it may appear artificially contrived.
4. Use picturesque words that create defined images for the listener. Trite, slang, and colloquial words are unacceptable. Quotations should be used sparingly.
5. Beware of humor. It normally provides relief to deep sincere feelings, and these are essential in a successful oratory.
6. Notes are a distraction and have no place in oratory.
7. When preparing your script, write good spoken English. Pure literary style is for the eye, not the ear.
8. As a general rule, use short sentences containing single ideas. When constructed correctly, they flow naturally when delivered. This style of script is also easier to remember, more readily understood, and more effective.
9. Oratory requires deep conviction, not loud proclamation.

The Persuasive Speech

The persuasive speech is one of the most difficult. In this speech you must sell the audience a product or a message.

Persuasiveness must be built into the speech when you are writing it. Unless the matter is there to win people's support, the manner of presentation will largely fail. You are attempting to reach the mind of your audience, not only its ear.

Your speech should go beyond merely describing the course of action you advocate; it should arouse desire to follow that course. Here are some tips:

1. Don't make your opening remarks antagonistic. If your audience appears to be hostile, make remarks with which you know they will agree.
2. Don't be dogmatic—there are two sides to every question. Prove your contention by means of examples that are familiar to your audience. Use a story to drive home your point.
3. Appeal to emotions. Say something that will stir the audience to reaction.
4. Have a friendly attitude.
5. Show that a problem exists or that a situation needs correction. Explain the essential elements of the problems or the various aspects of the situation. Tell about the failure of previous attempts. Show why your solution should succeed. Picture the solution in operation, including the benefits it will give to others. Include a specific suggestion in your conclusion.

The Presentation Speech

1. Describe the honor, office, or gift and why it is made, and outline the particular qualities of, and/or services rendered, by the recipient person or persons. Get names right.
2. Link the recipient and honor, office or gift.
3. Express the satisfaction of the donor.
4. Don't lavish too much praise, but, likewise, give full credit. Remember, where appropriate, that the person receiving the presentation does so for a group.
5. Be brief.
6. Make the presentation.

The Speaker Introduction Speech

The introduction should be dignified and not too short, unless the speaker is very well known. The relevance and importance of the subject (the title of which should be stated) to the audience should be stressed. The introduction should include some personal background of the speaker and the qualifications to speak on the subject.

Avoid stale and stilted phrases, such as "it is indeed a pleasure," "a man who needs no introduction," "We are gathered here this evening." Don't exaggerate the speaker's qualifications or list the achievements in great detail. Don't steal the spotlight by talking of the subject matter for nearly as long as the speaker's allotted time.

Answer the following question when preparing an introductory speech: Why this subject for this audience at this time by this speaker? Conclude by pronouncing the speaker's name correctly.

The Speaker Thank You Speech

The Thanks Speech should not outshine the guest's speech. The individual doing the thanking should express his or her own, and the meeting's, appreciation of the time taken by the speaker to prepare and deliver the talk, and of any inconvenience he or she may have incurred in making himself available.

Comments can be made during this time that refer to the points the speaker made during the talk to show that attention was paid to the speaker. The Thanks Speech should conclude by asking the audience to show its appreciation.

A letter of thanks sent to the guest speaker after the meeting will show real appreciation. If his or her remarks have been reported in a newspaper or other publication, it is a courtesy to send a press clipping or copy of the publication along with the letter.

The Welcome Speech

There are two parts to this. The initial welcome, and the response to the welcome. Both are included here.

Welcome:

1. Define the person, group, or organization extending the welcome. Get the name right.
2. Describe the person, group, or organization being welcomed. Get the name right.
3. Link the newcomer with those gathered.
4. Extend an official welcome.
5. Put the newcomer at ease; be a bridge between old and new friends, and be warm and generous.

Response:

1. Anticipate the possibility of a welcoming speech and be prepared.
2. Thank the welcomer and those he represents and draw attention (if appropriate) to your position as representative of a group or organization.
3. Express appreciation for the special honor.
4. Show a willingness to meet those extending the welcome and the hope of a long and happy association with them.
5. Be discreet. Do not forsake everyone and everything you have known or experienced before and throw yourself into the arms of the welcomers with sighs of relief.
6. Be brief.

The Winner's Speech

1. This should be anticipated.
2. The winner should not express surprise—the intention must have been to attempt to win—but delight at doing so should be expressed.

3. Praise should be heaped on the losers, highlighting the closeness of the result or other words of consideration. If a team victory, a team leader should acknowledge that the result was a team effort.
4. Acknowledgement should be given to spouses/parents, but not tacked on the end as “last, but not least.”
5. The sponsor should be thanked for making the event possible.
6. If help has been provided by a number of persons and/or organizations, it is far better to express thanks to “all who helped,” than to list them individually—if one is forgotten, it could be disastrous.
7. There is no need for further talk, except to conclude with another expression of pleasure.

The Basic Speech Outline Formula

The use of the formula presented here is the difference between good speeches and very ordinary ones. It is one of the simplest and most popular ways to organize a speech. The formula will enable you to get results not only in speeches, but in business conferences, sales letters, and interviews.

Here it is:

1. Ho Hum!
2. Why bring that up?
3. For instance...
4. So what?

Four steps—seem too simple to be true? Now consider how each of those four steps applies to your speech.

First Step—Ho Hum!

In this phase of the formula you must arouse the audience's interest in what you have to say. You must wake them up.

In your opening remarks, ask a question, tell a story, startle your audience, use an exhibit. Don't think for one minute the audience is sitting on the edge of their chairs waiting eagerly for you to speak. They are asleep! "Ho hum," they say. "Wonder what this person is going to talk about?"

So in your first sentence you must arouse them from their "ho hum" attitude.

Don't open a speech on safety saying, "The subject of my speech is the reduction of traffic accidents." It would be better to say, "Four hundred and fifty shiny new coffins were delivered to this city last Thursday."

In a nutshell: Try to say the same old thing in a new or different way.

Second Step—Why Bring That Up

In this second step you must build a bridge...your listener lives on an island...an island of personal interest...you must build the bridge from yourself to that island.

The listener may say, "You caught my attention with that intriguing opening, but why bring this subject up? What has it got to do with me?"

Here is how a psychologist motivated his talk on insanity to an audience of parents:

"I invite you parents to consider the subject of insanity, because you have the most at stake. Your child has almost one chance in twenty of being confined to an asylum before he dies. And suppose your child escapes? You are still affected. If your neighbor's boy is the victim, records show that institutional life will claim him for approximately seven years. The \$25,000 expended by the government

during these seven years, you will pay. Whether as a parent, or as a taxpayer, you are vitally interested in this subject of insanity.”

Thus, you show your audience why your subject is important. Tie it up with the interests of your listening audience. Emphasize how your subject will help, benefit, or serve your audience. You must tell them why you brought up the subject.

Build a bridge between you and your listeners on their islands of personal interest. Until this bridge is built, you are not ready to begin the body of your speech.

Third Step—For Instance

In this third stage of the formula, get down to cases. This is the body of your speech. The only difference between a two-minute speech and a twenty-minute speech is the number of “for instances” you use.

Your audience is now waiting for concrete evidence. Use your speech ammunition: illustrations, examples, facts, reasoning, testimony, statistics, stories, and poetry. These are the things that picture ideas for your audience, keep them awake and, finally, drive your thoughts home. Select reasons that will give your speech power and develop them, one at a time. Use short sentences.

Give your first “for instance,” develop it, lead to the next reason and develop it. You must do more than unload or deliver facts. Give sparkling, suggestive ideas. Start action in the mind of your listener. Now, summon all of your forces. You are ready to bring your point home.

Fourth Step—So What?

In this concluding section of your speech, demand action from your audience. The end of a speech, like the lead of a pencil, should have a point. The conclusion must be more than a graceful leave-taking.

It must answer the audience’s question, “So what?” Therefore, in your conclusion, ask the audience for some specific action.

The following is an illustration of a short, snappy speech that embraces this simple formula:

HO HUM. “Last month, a man in Chicago refused a million dollars for an invention he had evolved in his spare time.”

WHY BRING THAT UP? “You are interested in this because it confronts you with the possibilities of your spare time. Did you ever stop to think

that most of the world's great people have achieved their true life work, not in the course of needful occupation, but in their spare time?"

FOR INSTANCE: "A tired-out rail splitter crouched over his tattered books by candlelight or by fire-glow at the day's end; preparing for his future, instead of snoring or skylarking like his coworkers. Abraham Lincoln cut his own path to later immortality in his spare time.

"An underpaid and overworked telegraph clerk stole hours from sleep or play, at night, trying to crystallize into reality certain fantastic dreams in which he had faith. Today, the whole world is benefiting by what Thomas Edison did—in his spare time.

"A down-at-heels college instructor in an obscure college varied the drudgery he hated by spending his evenings and holidays tinkering with a queer device of his, at which his fellow teachers laughed. But he invented the telephone—in his spare time."

SO WHAT? "Ladies and Gentlemen, you, too, have spare time. The person who says, 'I would do such and such great thing, if only I had the time,' would do nothing if he or she had all the time on the calendar. There is always time—spare time—at the disposal of every human who has the energy to use it. Use it!"

If you apply all of the above steps to the organization of your material and deliver your speech enthusiastically and well, it will be a **GOOD SPEECH!**