



Public Speaking Mastery Overview

Secrets to WOW Every Audience With Your Speech

FOUNDATIONAL THEME — For maximum impact, your speech needs one (and only) one main idea. If you have more than one, audiences will be confused, and, as the old selling adage states, “A confused mind says ‘No’; a clear mind says ‘Go!’”

THINK, FEEL or DO — It’s critical to have a next step for your audience. If you give them more than one, or worse, none, your impact will be limited, and at best your speech will be entertaining then quickly forgotten.

RELATABLE — Speeches that resonate most deeply will address at least one problem your audience is experiencing. The more relatable this problem, the more interest they will have in your presentation.

NOW — Your topic should be current and top-of-mind for your audience. They will be much more interested and you will keep their attention longer if you are discussing current issues and problems.

FOUNDATIONAL PHRASE — This one sentence captures the essence of your talk. It is memorable and people can recall it long after your presentation. It also serves as a filter to determine what material stays and what is left out of your speech.

ROADMAP — this brief summary tells your audience early in the presentation what major topics you will cover. It is not meant to give details, simply an overview of what's to come.

BIG PROMISE — This is one sentence that tells your audience the benefit they will receive from listening to you.

10:1 RULE — for every 10 minutes of speaking time, you should have no more than one supporting point for your Foundational Theme. When

determining how much supporting material to include, also consider the time needed for your opening and conclusion.

OPENING — If you want to immediately stand out and avoid sounding like every other speaker, don't open with the customary platitudes, re-introduce yourself, or reference the weather.

Instead, immediately begin with a story, ask a question, make a startling statement or quote a statistic. Make sure your opening relates to your Foundational Theme.

SUPPORTING POINTS — Create points which support your Foundational Theme. Develop a one sentence phrase to capture it's essence.

Share a story, research, or data which is relevant and proves the point you're making.

TRANSITION — Create sentences which connect previous points to your next point.

QUESTION & ANSWER PERIOD — If possible, avoid question and answer period. However, the meeting planner requires it, create a limited amount of time and do not end with questions.

CONCLUSION — Sum up with a review of your Support Points, their relevance to the audience, and end with a question, a strong statement, your Foundational Phrase, or the conclusion of the story. Be sure it refers to your Foundational Theme.

PRACTICE — The world's best presenters practice at least 100 times to internalize their speeches. They also record their speeches and review them, receive feedback and know who is qualified to coach them.

EVOLVE — Track your progress periodically to determine how your speech and your skills are improving.