

ISC - SPEECH DEVELOPMENT STRUCTURE, ORGANIZATION, SUPPORT MATERIAL

THINGS TO CONSIDER :

- **Title –Should be related to the speech and generate curiosity**
- **Speech Opening – Should be designed to grab the attention of the audience, set the context of the speech, and be connected to the story.**
 - **Forms of Speech Opening – Jokes, Questions, Surprising Fact, Personal Anecdotes, Quotes, Poem**
- **Sequencing – A logical sequence that would allow the audience to be able to travel with the speaker from the start to the ending**
 - **Forms of Sequencing – Past to Present, Cause and Effect, Problem and Solution, Personal to Generic**
- **Personalization – Designing the speech around something that the speaker has experienced and believes in would drive the message home**
- **Transitions – Ensure the transitions are smooth and the speaker can navigate from one section to another without a break in the flow**

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THINGS TO CONSIDER :

- **Conclusion – The conclusion should allow the audience to take away something from the speech and have an impact on the audience.**
 - **Forms of Conclusions – Analogy, Metaphor, Question, A message to remember, call for action**
- **Message – The story should be audience-centric and impart a universal message that can be understood and related to by a global audience**
- **Rule of Three – This is a technique that can be used at various phases of developing the speech.**
 - **Example – Sentences with 3 adjectives, 3 small sentences, 3 stories to get to a single message**
- **Statistics – The speech should have only the required number of statistics and the source should be mentioned in case of reference to any data points**

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THINGS TO AVOID :

- **Using jargon in the speech**
 - **Clubbing too many stories that would make the script too long**
 - **Forcefully adding props to the speech**
 - **Trying to communicate too many messages through one speech**
 - **Abruptly transitioning to a different part of the speech**
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