Speechcraft 2012

Introducing a Speaker

Introducing A Speaker - Introduction

▶ Makes a transition

▶ Sets the tone

▶ Gives authority

Always Include the following

▶ Speaker's name

▶ Topic

▶ Title

▶ Assignment *

▶ Objectives *

▶ Delivery time *   (* At a TM meeting)

Never…

▸ Upstage

▸ Reveal contents

▸ Surprise

▸ Praise

▸ Use clichés

▸ Wait to name the speaker

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Evaluations

Evalutions

▸ Sincere – to help the speaker

▸ Not for you to steal the show

▸ Consider the Speaker's objectives

▸ Personalise your language

▸ Evaluate the speech not the person

▸ Promote self-esteem

Avoid…

▶ A white wash… too much flattery

▶ Empty complements or platitudes

▶ Don't impose your own value system

Remember: "Evaluate what the Speaker
does – not what the Speaker is !"

Always …

▸ Commendation (+ve)

▸ Recommendation (a point to work on)

▸ Commendation (+ve)

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Organizing Your Speech

Points to consider
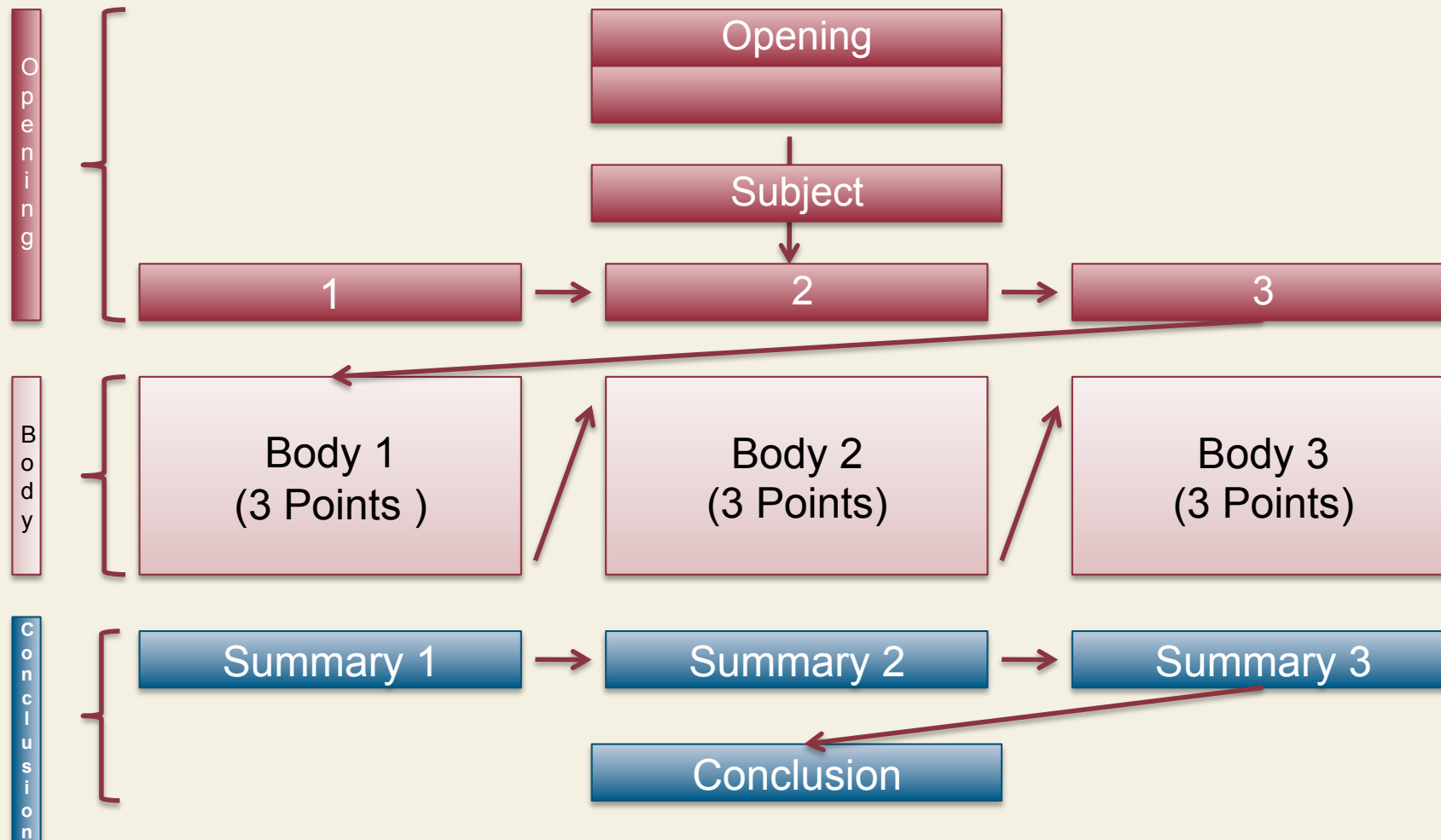
▶ Who is my audience?

▶ Set your objectives for the speech

▶ Collect information

▶ Structure

▶ Visual Aids / gestures

Structure

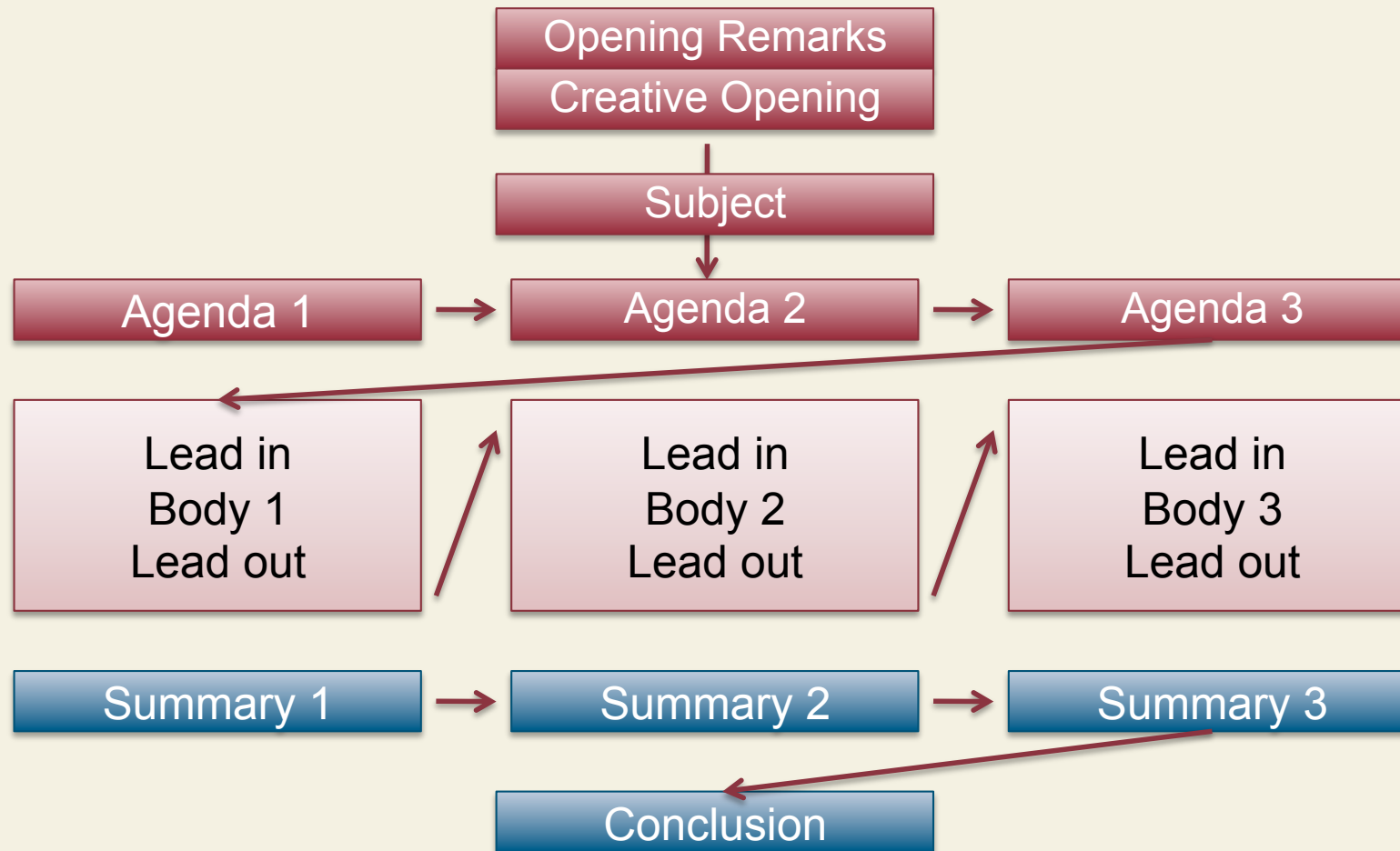▶ **Opening**

▶ **Body**

▶ **Conclusion**

Structure

Opening

Opening

↓

Subject

↓

| 1 | → | 2 | → | 3 |

Body

| Body 1 (3 Points) | Body 2 (3 Points) | Body 3 (3 Points) |

Conclusion

| Summary 1 | → | Summary 2 | → | Summary 3 |

Conclusion

Structure

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        ┌─────────────────────┐
        │   Opening Remarks   │
        ├─────────────────────┤
        │   Creative Opening  │
        └─────────────────────┘
                  │
                  ▼
        ┌─────────────────────┐
        │       Subject       │
        └─────────────────────┘
                  │
                  ▼
┌───────────┐   ┌───────────┐   ┌───────────┐
│ Agenda 1  │ → │ Agenda 2  │ → │ Agenda 3  │
└───────────┘   └───────────┘   └───────────┘

┌───────────┐   ┌───────────┐   ┌───────────┐
│  Lead in  │   │  Lead in  │   │  Lead in  │
│  Body 1   │   │  Body 2   │   │  Body 3   │
│  Lead out │   │  Lead out │   │  Lead out │
└───────────┘   └───────────┘   └───────────┘

┌───────────┐   ┌───────────┐   ┌───────────┐
│ Summary 1 │ → │ Summary 2 │ → │ Summary 3 │
└───────────┘   └───────────┘   └───────────┘

              ┌─────────────┐
              │ Conclusion  │
              └─────────────┘
```