



Come with a Topic, Leave with a Speech
Who came with a topic?

MODULE 1 – Defining Your Purpose

The district runs extensive leadership training & COT at TLIs and other events throughout the year. Last summer, Carole Murphy, Program Quality Director and now District Director talked to me about the need for training for new Toastmasters. This workshop has extensive speaker's notes, the intent is that DDs or ADs could find 2-3 experienced TMs, split up the modules, tweak it to make it their own, and run a workshop for clubs in their area.

It's on Zoom, but let's make it interactive: I'll ask questions, type them into the chat, we'll also have a Q&A session at the end of each module

Learning Objectives

- This workshop will help you...
 - Explain the core elements of a speech
 - Generate ideas to develop speech content
 - Convert your topic into a speech



Instructor's Notes:

Who has a speech in mind?

The primary goal for today is for participants to generate ideas that will take their concept into a well-crafted speech. The first two point are how we hope to achieve that goal.

What will make today better?

- Actively participate
 - Write on the worksheets
 - Type in the chat
 - Ask questions in the Q&A

- Plan to share the material
 - *"Come with a Topic, Leave with a Speech"* is designed for reuse

- Send me feedback:
 - What you liked
 - What could be improved

Instructor's Notes:



Instructor's Notes:

Ask: does anyone know what this is? It's not a dolphin...



Instructor's Notes:

It's a porpoise. It's important to be clear about your porpoise. Wait! this is the wrong slide, we're not here to talk about your porpoise...



Instructor's Notes:

Before you do anything, define your speech purpose. You're about to take 5-7 minutes out of 20 (200? 2000?) peoples' lives, be clear about what you want to accomplish. A clear purpose acts as a compass to keep you on track as you write. If you communicate it clearly, it will keep your audience on track as you deliver your speech.

Ask "What do you want the audience to walk away with?" That's your purpose.

Define your purpose

This module will help you...

- Describe the importance of a clear purpose
- Define the purpose and intended impact of your speech



“Perfection in design is achieved not when there is nothing left to add, but when there is nothing left to take away.”

—Antoine St. Exupery
French author/pilot



Instructor’s Notes:

Why is a clear speech purpose important? So you can ensure that you communicate one clear message or central theme to the audience. The key message here is that having an explicit purpose helps you decide what to include and what to exclude from a speech. You may come up with good ideas that could be used in ANOTHER speech.

Scott’s story:

I wrote a lot of 10-12 minute speeches when I started at Toastmasters. Writing a single sentence purpose is how I was able to pare them down to 7 minutes, anything that did not directly support the purpose went in a future speech idea list. But it didn’t belong in this one.

Purpose: what impact do you intend?

- General purpose can be to:
 - Inform: “I want people to know how to...”
 - Persuade: “I want people to see the benefits of...”
 - Entertain: “I want people to enjoy...”
 - Inspire: “I want people to go out and...”
- Specific purpose (“*premise*”) fills in the “...” in ONE sentence
- What is *your* unique perspective?

Instructor’s Notes:

Describe the need to be clear what the general purpose is (there may be two of them) as well as the specific purpose. A great speaker will bring something of themselves into the speech—a story or perspective. It’s their speech, after all. If anyone could deliver it, you might as well write it down and email it!

Provide some examples of each type:

- Inform: “I want people to know how to develop an effective fitness program”
- Persuade: “I want people to see the health benefits of exercise and persuade them to hire a fitness coach”
- Entertain: “I want people to enjoy laughing at my journey from being unfit to getting fit”
- Inspire: “I want people to go out and

improve their health by starting a fitness program”

Unique perspective: if I deliver one of your speeches, it won't be the same as if you deliver it. It's your speech, your perspective, and only you can represent that. Make sure you inject your unique view on the subject matter.

Activity: Draft your speech purpose

Purpose	On your Module 1 worksheet, write a first draft of your speech purpose from your own perspective in question 1.1
Process	In question 1.1, write your: <ol style="list-style-type: none">1. General purpose (inform, persuade, entertain or inspire)2. Specific purpose (what you are going to talk about)3. The unique perspective do you bring in the speech
Product	Each participant will have the first draft of their speech purpose statement
Post-activity debrief	None—we'll refine the purpose after the next section

Audience: who will you impact?

- Define the audience
- Sit in their seats and ask WIFM? (“What’s in it for me?”)
- Re-express your purpose from *their* perspective

Instructor’s Notes:

It’s not about YOU!

The key message is to emphasize the need to make the speech about the audience, NOT the speaker. So even if they have their own perspective, imagine being an audience member and how THEY will receive the speech.

Scott’s story:

Maybe talk about how GCA drilled the client-centric approach into our consultants



Photo by F.W. Taylor, 1897

*“Everyone thinks of changing
the world, but no one thinks of
changing themselves.”*

—Leo Tolstoy, Russian author

Instructor’s Notes:

The key message is that a speech should prompt the audience to walk out with a new idea, perspective or emotion they didn’t have coming in. To accomplish this consistently, consider deciding what change you want to invoke before you write the speech.

Outcome: changing hearts and minds

- What change do you want to invoke *in the audience*?
- What do you want them to do (differently)?
- How do you want to make them feel?

...revisit your purpose based on audience and outcome

Instructor's Notes:

The audience should walk away changed: with a different perspective on something, an emotional response, motivated to take a new action, or a combination of those.

What is the change you want to invoke?

Scott's story:

Lots of story potential here about speeches that have motivated me: like Andrew or Stefano's district-winning speeches.

Activity: (Re)define your speech purpose

Purpose	On your Module 1 worksheet, describe your audience, the outcome you hope to have, which may change how you express your purpose.
Process	In questions 1.2 to 1.4, <ol style="list-style-type: none">1. Review your audience and intended outcome,2. Write your purpose to reflect these,3. Share your new purpose statement with other participants,4. Listeners, ask questions to ensure clarity of:<ul style="list-style-type: none">• The general and specific purpose• Why it's important to the audience, and• How will the speaker know if the outcome was successful
Product	Each participant will have a well-defined purpose statement
Post-activity debrief	A few participants will share their purpose with everyone

Defining a purpose

Reflect on how *you* can...

- Describe the importance of a clear purpose
- Define the purpose and intended impact of your speech

...please share one takeaway in the chat



Instructor's Notes:

Put some takeaways into the chat

What questions are you sitting on?

