

# From Topic to Speech:

A Workshop on Crafting Your Next Speech



District 96

Public Speaking Curriculum

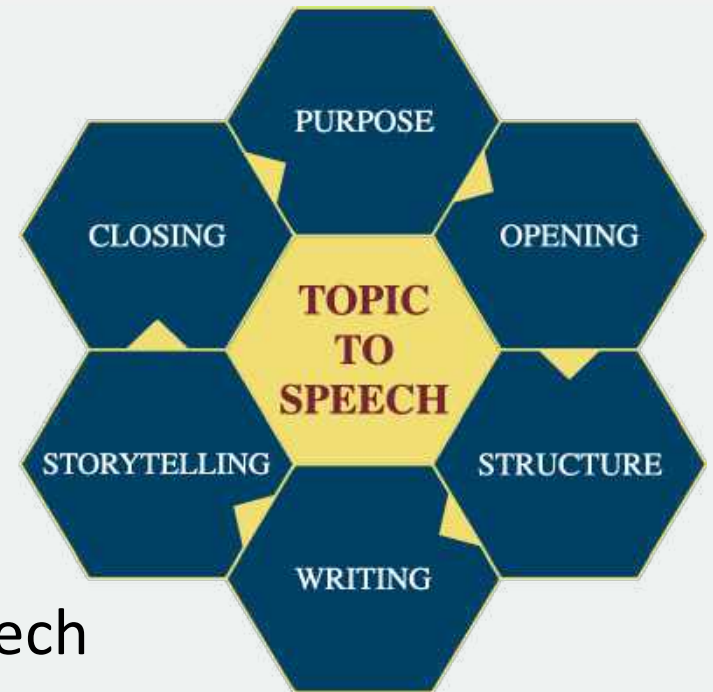
## Module 1 Defining Your Purpose

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Workshop Recording Date: June 14, 2020

# 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

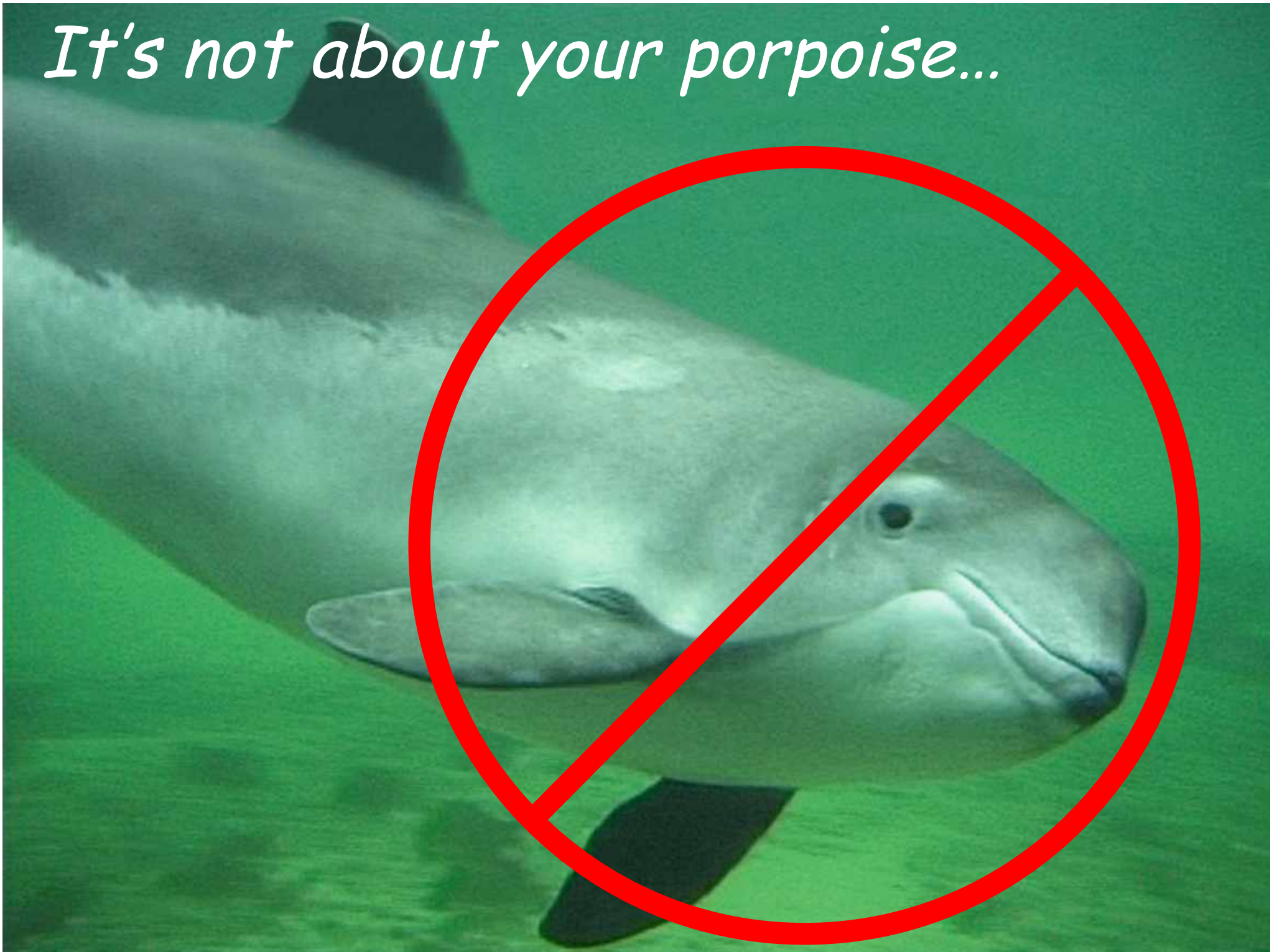


# What will make today better?

- 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



*It's not about your porpoise...*





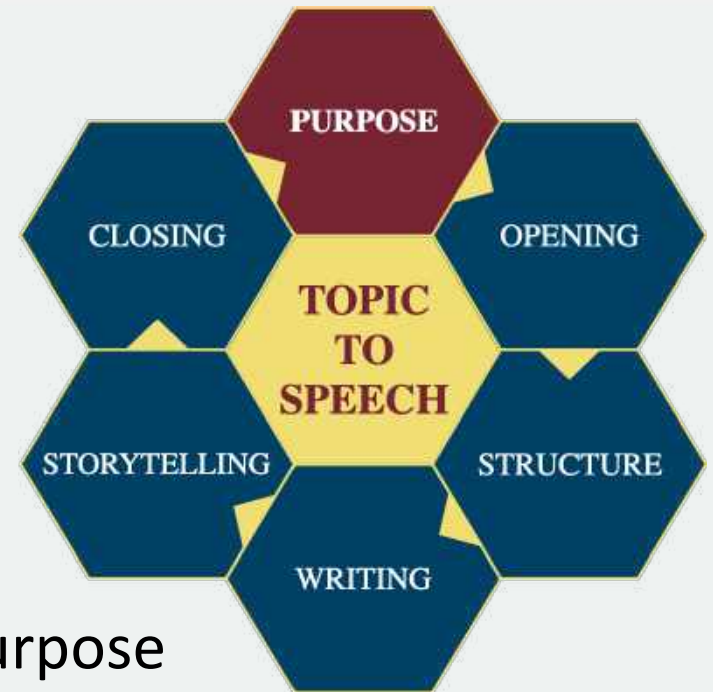
*Define your...*

**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





# 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?

# Activity: Draft your speech purpose

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

# Audience: who will you impact?

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

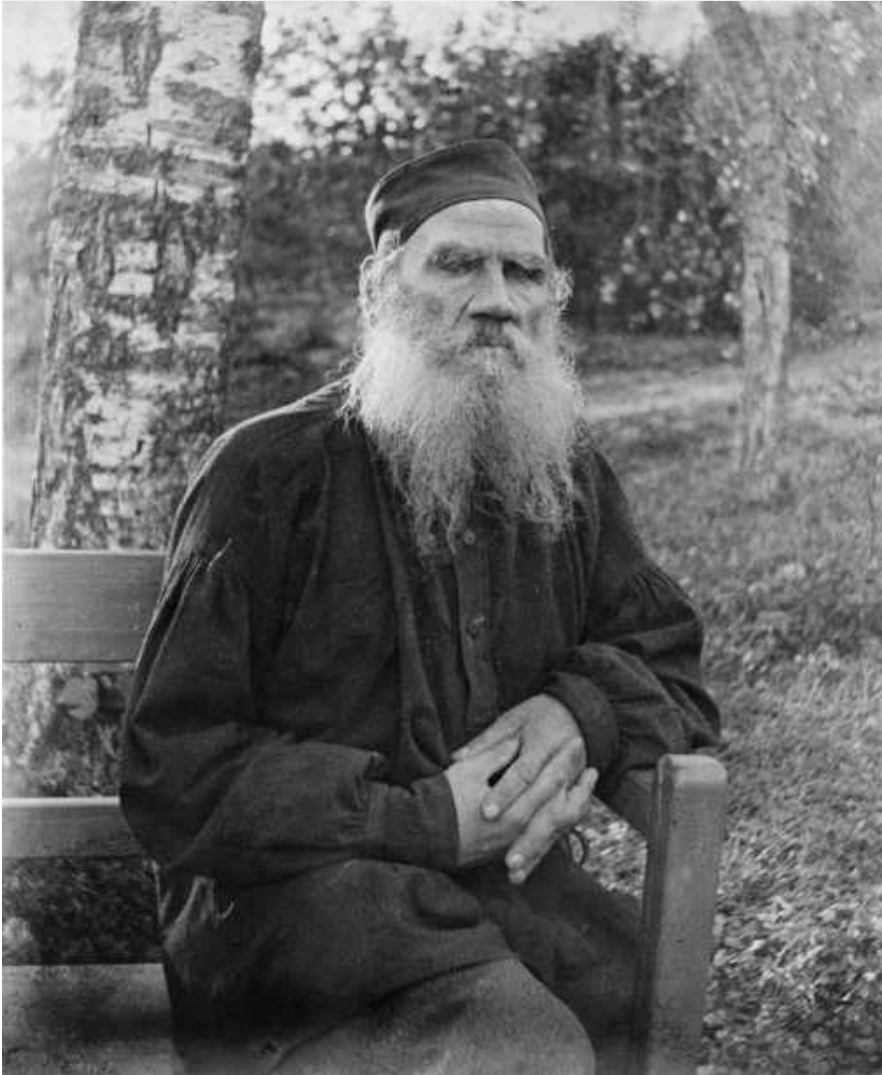


Photo by F.W. Taylor, 1897

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

—Leo Tolstoy, Russian author

# 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*

# Activity: (Re)define your speech purpose

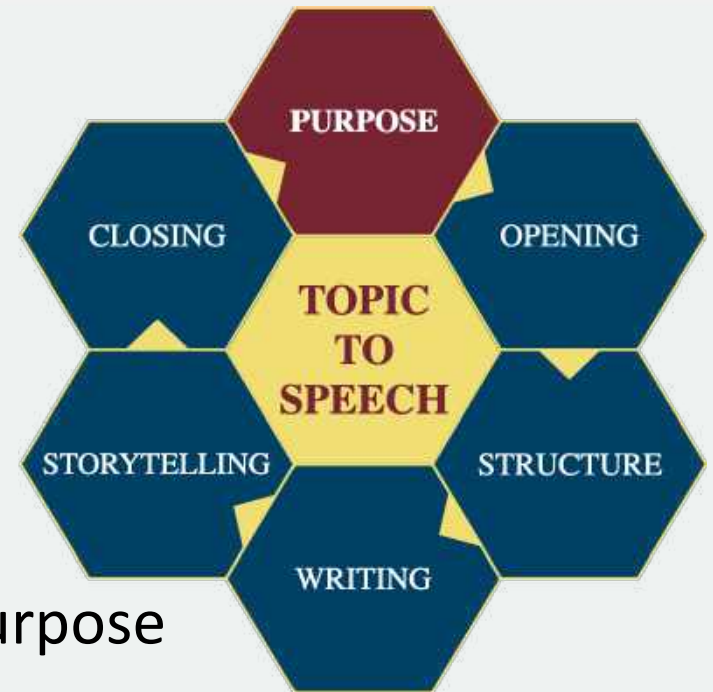
<b>Purpose</b>	On your Module 1 worksheet, describe you audience, the outcome you hope to have, which may change how you express your purpose.
<b>Process</b>	In questions 1.2 to 1.4, <ol style="list-style-type: none"><li>1. Review your audience and intended outcome,</li><li>2. Write your purpose to reflect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



# What questions are you sitting on?

