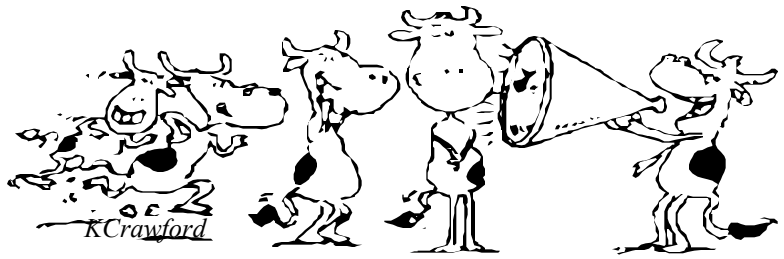


***Public speaking is the best  
kept secret of leadership!  
Here is your very own  
guide to Public Speaking!***



*(Information: Caty Weicher, Mansfield, Ohio - presented at  
the 58th NASC Conference, St. Louis, Missouri, 1994)*

## ◆ Introduction

### ◆ Attention Getters

- ◆ stories
- ◆ quotes
- ◆ statistics
- ◆ startling statements

### ◆ Purpose Statement

- ◆ why should your audience listen to you? (this will give your speech focus)

## ◆ The Body

### ◆ Organization

- ◆ topical (natural order)
- ◆ chronological

### ◆ Main Points

- ◆ the smart speaker speaks for his/her audience
- ◆ have two or three explanations to support your purpose statement

## ◆ The Conclusion

### ◆ Summary

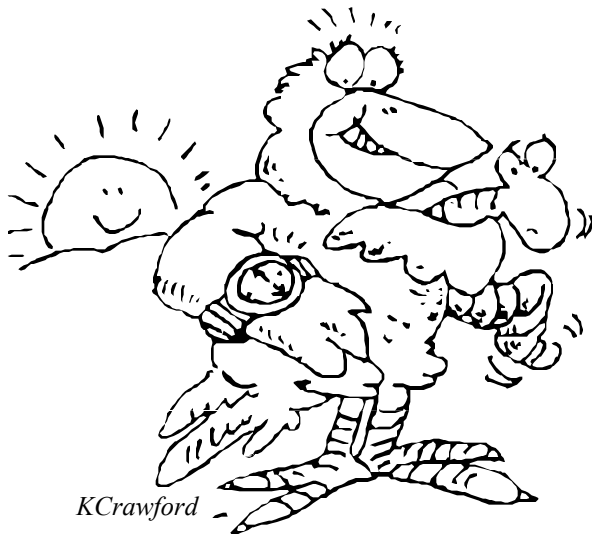
- ◆ review our main points (this is good for longer speeches)

### ◆ Inspirational Appeal

- ◆ use a passion inside of you!
- ◆ challenge your audience (this is like a preacher)

### ◆ Knot Statement

- ◆ tie the conclusion to the introduction (gives your speech unity)



# Speaking Of.....

## BEFORE

- know how much time you have
- who is your audience?
- practice....practice....practice

## DURING

- be confident
- smile
- have poise

## AFTER

- get feedback
- celebrate....you did it!

*Preparation is the key to any speech...make sure that you do yours!!!!*

## The Speaker's Checklist

- eye contact
- volume
- articulation
- voice inflections
- gestures
- presence and use of space
- plan of action (notes, mental agenda, etc.)



## Ways to Enhance your Speech

- *definitions*
- *restatements*
- *jokes*
- *music*
- *visual aids*
- *story telling*
- *detailed descriptions*