

# **“TEAM MANAGEMENT SKILL”**

**Lecture2.**

**DELIVER EFFECTIVELY A SPEECH IN ACCORDANCE WITH  
THE SPEECH PREPARATION AND DELIVERY TIPS**

**Lecturer: Daniel HABİYAMBERE**

## **1.2. DELIVER A SPEECH**

At the end of this session learners will be able to:

- ✓ To describe a Speech structure
- ✓ Identify factors to consider when preparing a speech
- ✓ Apply tips for effective speech delivery

### **1.2.1. Speech structure**

#### **1.2.1.1. Definition of a speech**

A formal address or discourse delivered to an audience. (Speech is communication through talking or a talk given to an audience. An example of speech is a conversation between two people. An example of speech is the presidential address. ... A talk or public address, or a written copy of this.)

#### **1.2.1.2 Structure**

Organizing speeches serves two important functions. First, organization helps improve clarity of thought in a systematic way. Second, organization increases the likelihood that the speech will be effective.

Audiences are unlikely to understand disorganized speeches and even less likely to think that disorganized speakers are reliable or credible. Speeches are organized into three main parts: introduction, body, and conclusion.

##### **a) Introduction**

The introduction of the speech establishes the first, crucial contact between the speaker and the audience. For most classroom speeches, the introduction should last less than a minute. The introduction needs to accomplish three things:

- Focus your audience's attention. Speakers must have an “attention grabber” to interest the audience. The introduction is the place where the main claim or idea should be stated very clearly to give the audience a sense of the purpose of the speech
- Establish goodwill and credibility. Many people believe the most important part of persuasion was ethos, or the character the speaker exhibited to the audience. The audience needs to see the speaker as someone to listen to attentively and sympathetically

- Give a preview. Mentioning the main points to be covered in the body prepares the audience to listen for them

The introduction gives answers to these questions: What is the topic of your speech? Why should the audience listen to your speech? And what will your main points be?

### **b) Body**

The main body of your speech is where you make your arguments. Think of a sentence that will make it clear to the audience that you have finished the introduction, and are now about to start the body of the speech. In the body, the fewer the main points the better, In the speech, main points should be clearly stated and "signposted," marked off as distinct and important to the audience. Transitions often serve to signpost new points, as do pauses before an important idea. Additionally, speakers might number main points—first, second, third or first, next, finally. Always make it easy for the audience to recognize and follow key ideas.

Main points and ideas			
Main ideas	Supporting ideas	Details & Examples	Visuals
Write your main points and ideas here	What ideas will you tell the audience to support your main points?	What details or examples do you have?	Will you have any visuals to help explain your points?

How will you greet the audience? How will you get the audience's attention? Think of something (a short story, an anecdote, statistics, etc.) that will make the audience sit up and listen.

### **c) Conclusion**

The conclusion should be somewhat shorter than the introduction and accomplishes two purposes: summarize main ideas and give the speech a sense of closure and completion. Good conclusions might refer back to the introduction, offer an analogy or metaphor that captures the main idea, or leave the audience with a question or a challenge of some type. Brief quotations can also make effective conclusions (just as they can make effective openings for introductions). What were the main points of your speech, and what do you want the audience to remember?

## **1.2.2. Preparing a speech**

### **1.2.2.1. Factors to consider when preparing a speech**

#### **1. Time and duration of speech**

When you have to choose a subject matter, consider the amount of time given to you. There are some topics that need more time to be properly dealt with, while other topics are ideal for a short presentation.

#### **2. Use of equipment during oral presentation**

Now that you've figured out your topic and given some thought as to who will be your audience, it's time to begin the real work of preparing your speech. Research and gather your materials, equipments to be used and supporting evidence. This may be physical equipments tools, Visual Aid, ...

#### **3. Venue**

It is important to have as much advance information as possible about the place where you are going to speak

It can be helpful to arrange to see the venue before the event. It does much to quell fear if you can visualise the place while you are preparing your talk. However, even if you cannot visit, you will probably find it helpful to know:

- The size of the room.
- The seating arrangements (for example, theatre-style, with rows of seats; or roundtable);
- The availability of equipment, e.g., microphone, laptop and projector, flip chart.
- The availability of power points and if an extension lead is required for any equipment you intend to use.
- If the room has curtains or blinds. This is relevant if you intend to use visual aids, and so that you can ensure the correct ambiance for your presentation.
- The position of the light switches. Check if you need someone to help if you are using audio/visual equipment and need to turn off the lights.
- The likelihood of outside distractions, e.g., noise from another room; and
- The availability of parking facilities so you do not have a long walk carrying any equipment you might need to take.

If this information is not available ahead of time, it will help to get there a bit early, to give you time to set up.

#### **4. Audience**

The purpose of your speech or presentation should be in accordance with the type of audience you are expected to speak to. Consider the age, gender, profession, and many other factors of your audience

##### **1.2.2.2. Steps in preparing a speech**

###### **1. Selecting a topic**

As you begin to prepare for any speech, it's important to pin down exactly about what you plan to talk. You might have been given a specific topic by a professor or supervisor, or you may be simply invited to speak at an event where the topic is up to you. Knowing how to carefully select your topic is an important first step in preparing for a successful speech. One of the best ways to help solidify your speech topic is to brainstorm. You can brainstorm by yourself, or you might want to bring in a few friends, colleagues or classmates to help you come up with ideas in a group setting.

###### **1. Consider your audience**

Once you've established your topic, it's time to focus on whom you're speaking to. Next to identifying your topic, understanding your audience is one of the most important things you can do in preparing for your speech. Think about your audience: what do they look like? What might they have in common? What might you have in common with them? The knowledge they may have on your chosen topic. These are important things to consider as you begin to get a sense of just who will be sitting in front of you when you deliver your speech.

###### **2. Collecting information**

In order to fully substantiate any claims you make in your speech, you must fully research those claims and provide supporting evidence. The first instinct for many people preparing a speech is to go out and find every piece of information they can. You'll want to really pay attention to the sources from which you're gathering your information. If you want to successfully substantiate any claim in your speech, you'll need to make sure you back it up with information from credible sources.

### **3. Organizing your speech**

Organizing your research. It's imperative to keep your notes centrally located and easily accessible. You might want to create a binder to keep all of your papers and notes together or dedicate a multi-sectioned notebook to your research. You might take notes on notecards, organizing them by colour or heading. If you take your notes online, you can use cloud computing to store your research remotely to access them anywhere on the go. Other software exists to keep your notes files and organized electronically on your computer. Always keep records of where you got your information. You'll need this in case someone ever decides to question you about your facts after your speech.

### **4. Delivering the speech**

Deliver your speech as you prepared it step by step, and as they say "action speaks louder than words" make yourself even more convincing with the use of proper gestures, planned non verbal communication. Always maintain direct eye contact with the audience. This will give them the feeling that you are engaged with them, and they will be with you. This also shows that you are confident and you know what you are talking about. Slow down, speech is not a race where the fastest speaker wins. Slow down when speaking and make sure you do with clarity. Always base your speech on facts and not on opinions. If you have supplementary materials such as visual aids or a PowerPoint presentation, have a backup plan in place in case some piece of equipment doesn't work. You may want to have printouts just in case a computer or projector doesn't work.

### **5. Ending the speech**

The conclusion should be somewhat shorter than the introduction and accomplishes two purposes: summarize main ideas and give the speech a sense of closure and completion

#### **1.2.2.3. Delivering a speech**

##### **Tips for effective speech delivery**

- ✓ Be organized

Depending on your topic or thesis, arranging your points chronologically is an effective way to establish a timeline of your argument. To organize your thoughts, consider giving each point

or supporting evidence its own note card. Begin to arrange them according to importance and your main points will begin to emerge.

- ✓ Use appropriate materials

There are a variety of types of support material which can be used to illustrate or prove points you make. The following kinds of materials are commonly used to support assertions in speeches:

- Example: a concrete instance of the point you are making
- Testimony: direct quotation or paraphrase of a credible source used to prove or illustrate a point
- statistics/surveys; quantitative information which proves or illustrates a point.
- Definition; providing a dictionary or personal meaning for an unfamiliar or technical word. e.g., "A tariff is a tax placed on imported goods."
- Narration: A narration is a small story used in a speech or essay (usually appealing to the "mind's eye," told in chronological order).
- Analogy: that is a comparison of the unfamiliar to the familiar.
- description/explanation; describing why your point is valid in your own words, usually in vivid concrete language
- Audio/Visual aids; anything the audience can see or hear (other than your words) which helps you make a point.

- ✓ Make use of body language

Body language comprises gesture, stance, and facial expression. These are all the more important when all eyes of an audience are upon you. When you are presenting, strong, positive body language becomes an essential tool in helping you build credibility, express your emotions, and connect with your listeners. It also helps your listeners focus more intently on you and what you're saying. In the same vein that how you look is almost as important as what you say, how you stand can be just as important as your words. Humans pick up subtle cues with regard to emotion through non-verbal communications in body language. When delivering your speech, you want to make sure you have a confident, open stance to convey your confidence. Standing hunched over or with your arms crossed will close off your body to your audience, thereby shutting them out.

- ✓ Take time to pause

Go slowly! Hurrying will increase any feelings of unease you have. Take your time. Breathe deeply. Deliver your words slowly and use pauses. Pauses are brief breaks in a speaker's delivery

that can show emphasis and enhance the clarity of a message. In terms of timing, the effective use of pauses is one of the most important skills to develop.

- ✓ Use appropriate tone or voice

Select these points carefully. You also want to be sure to adjust your volume to the physical setting of the presentation. If you are in a large auditorium and your audience is several yards away, you will need to speak louder. If you are in a smaller space, with the audience a few feet away, you want to avoid overwhelming your audience with shouting or speaking too loudly.

Because rate is an important tool in enhancing the meanings in your speech, you do not want to give a monotone drone or a rapid “machine-gun” style delivery. Your rate should be appropriate for your topic and your points. A rapid, lively rate can communicate such meanings as enthusiasm, urgency, or humor. A slower, moderated rate can convey respect, seriousness, or careful reasoning. By varying rapid and slower rates within a single speech, you can emphasize your main points and keep your audience interested.

- ✓ Be expressive

Use a conversational style which is a speaker’s ability to sound expressive and to be perceived by the audience as natural. It’s a style that approaches the way you normally express yourself in a much smaller group than your classroom audience. This means that you want to avoid having your presentation come across as didactic or overly exaggerate

- ✓ Be accurate

If you are presenting yourself as a subject matter expert or authority, it's imperative that you have your facts straight before delivering them to a waiting audience. In the age of fact-checking, it's especially important to make sure that you have done your homework and fully researched your topic and supporting evidence

- ✓ Show empathy

Creating empathy on stage is more than just being “nice”. By changing the way you approach your presentation structure or delivery techniques, you can show your audience that you have them as your priority. In short, showing empathy is about showing your audience that they are important and a priority. This is more likely to encourage them to buy into your presentation or idea. Creating

empathy does not necessarily mean you have to deliver an emotional or dramatic speech. Instead, pick out what your audience needs and try to build that bridge for them to get there

- ✓ Be sincere

Excitement is contagious. If you're excited about your topic, your audience will likely be excited too. Be sincere in what you are saying

- ✓ Maintain eye contact

Strive to make eye contact with the audience during your speech, to hold their attention and minimize distractions. This can be uncomfortable for some people, but you do not need to look at each person individually — just focus on a few friendly faces. If you are using notes, use bullet points as reminders and a large font so you only need to glance at your notes occasionally, rather than reading from them.

### **Homework:**

write a 3-minute speech according to the learned guidelines. You will have 3 min for speech delivering during our next class session.

**Reference:**

Davidson, J. (2003). *The Complete Guide to Public Speaking*. New Jersey: John Wiley & Sons, Inc.

Lumen Learning Support, SPCH 1311: Introduction to Speech Communication

[The Basic Structure of a Speech \(julianhermida.com\)](http://julianhermida.com)