TIPS

Ten Ideas for Perfecting Speeches

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Tip #1

Have Fun

• Enjoy what you are doing.
• When you are enthusiastic, others will follow suit.
• Choose topics or mold a given topic to your audience and their interests
• Invent time in having fun in the process!
Tip #2

Know Your Audience

- Are they voluntary audience members or involuntary? This makes a BIG difference.
- Understand the unique makeup of your audience so you can craft a listenable message
  - Learn the audiences demographics & physiological attitudes, values, & beliefs
- Continually reflect on your unique audiences needs!
Tip #3

Get Organized

- Systematically arrange your ideas into a coherent whole.
- Make your message easy to follow. Use LOGIC!
- Break information down into an ORAL format. Speeches ARE NOT ESSAYS!
- Connect your ideas with connectives, transitions, previews, signposts, & summaries
- ALWAYS make an outline (not an essay)
Tip #4

Offer Novel Information

- Find NEW and interesting materials.
- Don’t give them the “same old, same old…”
- Tell them something they don’t know.
Tip #5

Keep Them Engaged

- Get your audience to make a vested interest in your topic.
- Relate!
Tip #6

Start off on the right foot

- Don’t skip the introduction. Rather, NAIL IT (practice it A LOT!)
- Do four things - Get attention, preview your topic, establish your cred, and preview your speech
- Be brief. Be creative.
Tip #7

Do Your Research

- Competence is 1 of 2 ingredients in the recipe for credibility.
- Conduct relevant, current, and CREDIBLE research!
  - Stay away from .COM & .NET websites.
- When you find information that is relevant, assess its worthiness! If it has no author, DON’T USE IT!
- Don’t forget to use PEOPLE. Conduct interviews!
Tip #8

Bring it Full Circle

- End STRONG. Do not “wing it”.
- Reinforce your main points, but don’t sound redundant.
- Transition clearly. Let your audience know you are coming to a close.
- If at all possible, find a way to bring your introductory material back into the ending. That brings it “full circle”.
Tip #9

Manage Your Anxiety

• You are not alone.
  • 80% of people are nervous that they will tremble.
  • 74% are afraid they will draw a blank.
  • 64% are afraid they will say something embarrassing.
  • 63% are afraid they will not be able to actually speak.
• Prepare. The better prepared you are, the less anxious you will be.
• Use positive self-talk.
• Find a way to connect early with your audience.
Tip #10

Practice

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- Practice standing up, speaking out loud - just as you will when actually giving the speech.
- TAPE YOURSELF! Then, watch yourself. Then, do better.
- Like anything, public speaking takes a lot of time & practice. The more effort you put in to preparing and practicing, the better it will pay off.