

POWER TALK - Power Techniques to Power Your Talks

Part 2 : Organize to Maximize!

How to Organize Your Speech to Maximize Your REACH

Have you ever felt lost while listening to a presentation?

Chances are, the presenter did not have a
_____ presentation.

*The measure of a speaker is in the minds of the listener...
what they remember!*

Well organized speeches are _____.

Well organized speeches are easier to _____.

Well organized speeches are easier to _____.

Well organized speeches give you more _____.

Use Different methods to develop content:

- ★ Use Topic Triggers
- ★ Free writing or "stream of consciousness" writing
- ★ Mind Map: freemind.com (no-cost online mindmapping program)
- ★ Generate a list of your ideas
- ★ Gather data/conduct research
 - Quotes
 - Statistics
 - Facts
 - Excerpts from books or magazines
 - Video/audio clips
 - Interviews
 - Online research sources
 - Activities to illustrate a point
 - Props/visuals

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Maximize your R.E. A. C. H.

- ★ **R:** What is your _____ for speaking?

- ★ **E:** What is your _____ that summarizes your point?

- ★ **A:** What is your _____ _____?
 1. How long do you have to speak?
 2. You will construct _____ for each point
 3. Rule of thumb: Allow about 10 minutes per point (or module), and have no more than 5 in one talk.
 4. Isolate the points so you can edit out or put together modules if you need
 5. Speaking speed and word count: Darren LaCroix, 2001 World Champion of Public Speaking says: "Most speakers write a _____ minute speech and give it in _____. The CHAMPIONS write a _____ minute speech and give it in _____.
 6. Shoot for about _____ words per minute (on paper) to account for pauses, rate changes, laughter and note taking.
 7. Determine the number of _____ you need in your talk.

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★ **C:** _____ Every module needs these (although not necessarily in this order!) It's called adding **S. P. I. C. E.!!!**

Add **S. P. I. C. E.** to your presentation with these **components:**

◆ **S:** _____

◆ **P:** _____

◆ **I:** _____

◆ **C:** _____

◆ **E:** _____

Let's unpack each of these...



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- ★ **S** is for _____ A story is the link for your audience to make the jump from the left brain _____ side where they process the facts of your talk to the right brain _____ side where they internalize the message of your talk.

- ★ **P** is for _____ Summarize this with your expression

- ★ **I** is for _____ Extra elements you uncovered in your research that can support your point. They may include quotes, props activities, video clips, songs, cartoon characters, metaphors, visual aids, photographs, interviews, facts, statistics...

- ★ **C** is for _____ Doesn't it make sense to ask? This is the clear _____.
 - You are telling them what they will _____ if they do make the choice, and what they'll _____ if they don't.
 - Examples of a strong call to action: They have clear direct _____.
Call. Contact. Change. Buy. Visit. Schedule. Attend. Clean.
 - The _____ the call, the more likely your audience will do it.

- ★ **E** is for _____.

How does this apply to me? What's in it for me? Can I use this? Is this good for me? Will this change me?

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S.P.I.C.E. (continued)

As the speaker, it's your job to _____ them on this process; you do it with _____ focused _____ and _____ focused _____.

★ To draw in your audience, try these questions:

- "Have you ever...?"
- "Don't you agree...?"
- "Would you like to ...?"
- "Would it be valuable to you if...?"
- "Do you know...?"
- "Can you remember...?"
- "What if you...?"

★ If you're telling a story, you can draw them in with questions like:

- "Can you imagine how I felt?"
- "Has that ever happened to you?"
- "What do you think happened next?"

★ To get them to reflect on your points, try these:

- "Is this helpful to you?"
- "Can you see how you can use this information today?"
- "Imagine if you could...?"
- "What would happen to you if...?"

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★ **H:** _____ or _____ The framework that holds it together.

Types of Outlines:

1. Chronological
2. Alphabetical
3. Spatial order
4. Size or intensity
5. List of items
6. 5 W's and H: Who, what, where, when, why and how.
7. Acrostic (eg: U. R. H. O. T.)



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Types of Outlines: (continued)

8. Rhyme (eg: Inspiration, Motivation, Perspiration)

9. Aspects or points

10. Parts of a whole (eg: fuel system, engine nozzle, mounting trunions)

11. Compare/contrast (eg: before/after, in/out, life words/death words)

12. Metaphor (eg: "Ladder of selling" with C.L.I.M. B. as acrostic)

13. Character traits/physical description (eg: Mickey's personality)

14. Alliteration (eg: perfect, pure, populated, purposeful, posh, playful)

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Transitions between Modules

- ★ **Simple words:** In addition, furthermore, moreover, also, and
- ★ **Time transitions:** Later on we'll address that, but right now, let's talk about this.
- ★ **Contrast words:** however, yet, nonetheless, instead of, meanwhile,
- ★ **Examples:** For example, to illustrate, for instance
- ★ **Signpost:** Tells the audience where you are heading.
- ★ **Spotlight:** Alerts the audience something important is coming.
- ★ **Bridge:** connects one point to another. "That's the C in Reach, let's move to the next, the letter H."