

Speech Analysis and Design Template

Requirements Phase

Presentation Date	Presentation Time	Location			
General Purpose:	Explain	Overcome Objections	Sell/Persuade	Celebrate	Entertain
Specific Purpose:					
The audience's viewpoint and understanding of the topic?					

Design Phase

Central Theme/Message (10-15 words max):	Opening:	
	Transition Line:	
	Point 1:	Supporting Fact/Story:
	Transition Line:	
	Point 2:	Supporting Fact/Story:
	Transition Line:	
	Point 3:	Supporting Fact/Story:
	Transition Line:	
	Q&A Session (if required)	
	Conclusion:	