Public Speaking Mini Course

Lesson 1 - Workbook

Public Speaking mini-course

In this mini course you will learn a process to develop and design a great speech. The process taught in this course is divided into five phases. In each phase you will develop your understanding of the presentation you are expected to deliver. It is important not to try and skip a phase as each of the phases builds upon the information gathered in the previous phase.

Going through the phases is not an onerous task. In fact the reverse is true. By following the five phases sequentially you'll find that you will quickly build and develop your final, polished speech with much less effort.

What are the phases?

The five phases of the Speech Development Life cycle are

1. Requirements Phase - Understanding why you are presenting?
2. Design Phase - What is the message and what are the key points you need to cover?
3. Development Phase - What exactly will you say and what will the slides say?
4. Testing Phase - Is the presentation achieving its aim?
5. Delivery Phase - Showtime! Delivery of the presentation to its intended audience.

The Requirements Phase

What is the Requirements Phase trying to achieve?

The requirements phase is the first step to delivering a successful speech. This first phase is purely focussed on understanding the basics of the speech you will deliver. During this phase you will not worry about what you will say in your speech. Instead you focus is on understanding why you are going to deliver the speech to and who will be in the audience when you deliver it.

Simply stated we are trying to determine what the end state is. What do you want to happen when you have concluded your speech?

Why is this important?

One of the most common mistakes made by inexperienced public speakers is not preparing properly. By taking the time to understand why we have been asked to deliver a speech and understanding whom you will be speaking to we can ensure we prepare our speeches properly to achieve the aims.

What questions do I need to answer before I can move to the Design Phase?

By answering the five questions below you can be confident that you have sufficient understanding to move into the design phase.

1. Why have YOU been asked to present on the topic?
2. What is the general purpose of the speech?
3. What is the specific purpose of the speech?
4. How long do I have to speak?
5. Who is the audience and what do they know (and care) about the subject I am speaking about?