



Public Speaking Mini Course

Lesson 2 - Workbook

Lesson 2 - The Design Phase

What is the Design Phase trying to achieve?

In the design phase your focus is on trying to identify the main theme/message of your speech, selecting the right structure, and identify the main points you will cover.

In this phase we don't start writing the speech in any detail, simply we want to identify the framework for how the speech will hang together.

Why is this important?

By identifying the framework or outline for your speech you are able to move points and ideas around to achieve the purpose of the speech without having to rewrite significant pieces of the speech. This allows you to look at the key points and the central theme of the speech and constantly ask yourself "Is this the best way for me to achieve the purpose of this speech?". If it isn't you can try different ideas or structures more easily.

When you dive straight into writing the speech you will find yourself getting lost in the detail, making it more difficult to step back and look objectively at the flow of ideas to confirm you are on the right path.

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

When you can answer **"Yes!"** to each of the statements below you are ready to move on to the Development Phase.

1. I know what the central theme of my speech is?
2. The Central Theme directly relates to the specific purpose of my speech?
3. I have identified the most appropriate structure for my speech
4. I have identified the key points I will cover in my speech, and I can directly relate them back to the central theme
5. I have identified some transition statements that allow me to move smoothly from one key point to the next
6. My Central Theme and my key points all pass the WIIFY test!