



Public Speaking Mini Course

Lesson 3 - Workbook

Lesson 3 - The Development Phase

The development phase is the point in the process where you take the understanding and ideas from the requirements and design phases and write your speech and prepare your slides.

What questions do I need to answer before moving to the Testing Phase?

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

1. Am I satisfied that my opening words are attention grabbing?
2. Everything I say in my presentation relates to my central theme?
3. My conclusion reinforces my key points without introducing anything new?
4. Any slides I have are clear and understandable?
5. My speech and slides pass the WIIFY test?

How should you open a Speech?

There are several types of opening you can utilise to capture the audience's attention. No matter which you choose it must relate to the theme of your presentation. The options for an attention-grabbing opening are:

1. **Personal** - Say or show something that will make the subject of the presentation PERSONAL for the audience. It could be that you show them how what you will be presenting will help them achieve their life easier/harder if they don't follow your recommendation, how it might impact their family, or how they will personally benefit.
2. **Novel** - Show or tell your audience something that has never been heard or seen before
3. **Challenge** - Take an assumption you know the audience has about the subject and challenge it
4. **Unexpected** - Do/say/show something that is unexpected. This is similar to challenge, but whereas challenge directly relates to an assumption the audience has Unexpected is broader.
5. **Humorous** - Make the audience laugh with an anecdote related to your theme. This opening requires extensive practise and feedback to ensure that the humour is appropriate and is actually funny. Caution: Take care with this opening as it can easily backfire!

Powerful conclusions

What should you include in my conclusion?

A good conclusion reinforces the theme of the presentation and (if appropriate) includes a call to action to tell the audience what you would like them to do next. There are several methods for creating a powerful conclusion

1. Restate the main points from your presentation
2. Tell a story that illustrates your theme
3. A relevant Quote