

Canadian Association of Student Activities Advisors provided these tips in the form of a speech recipe. It can be found at <http://www.casaa-resources.net/mainpages/resources/sourcebook/public-speaking.html>

Effective public speaking skills can be learned by following a few simple points. A good speaker will be organized and have the confidence to present the substance of the speech to an audience. Being able to speak effectively is a valuable skill that can be learned as a student and applied later in life.

THE SPEECH RECIPE

The organized speaker will avoid the errors of people who talk in public but don't necessarily make good speeches. The organized speech will follow the following three-point recipe:

- HEADLINE

Capture your audience's attention by giving them a reason for listening. This establishes a theme for your speech and can be a provocative quote, statistic, or story. The thesis or main idea of your speech is then presented here and it relates to your theme. This is where you tell your audience what you are going to talk about.

- MAIN BODY

Break your idea into separate points (three is suggested) that explain or support your thesis and expand upon your theme. This is where your audience is told about your topic.

- ECHO

Revisit your headline and summarize your main idea by referring back to the points made in your main body. This provides your audience with a complete package and tells them what you have told them.

BETTER SPEECH TIPS

- Don't point out your own mistakes. You are the expert on this topic during the time your speech is made.
- Be yourself. Your audience will forgive your nervousness, but they will be turned off by false modesty or bravado.

- Speak in the level of language that is suitable to the occasion. If the occasion demands a tux, then your words should be addressed appropriately.
- Look for a creative angle on your topic. Capture your audience's attention this way.
- Think and speak in outline terms. Avoid reading every word to your audience.
- If you stumble, don't repeat sentences or phrases unless they are pivotal to your speech.
- Finish your speech before your audience does. Don't overstay your welcome on the podium. An audience appreciates a short organized speech over a long rambling effort.
- Be confident in presentation. A speaker's poise and confidence communicate as effectively as the words that are spoken.

The purpose of any form of communication is not to make the sender the object of praise or derision. It is the message that really counts. With good organization and a confidence in your topic, you will be able to address any audience and provide them with the substance of your communication.

SPEECH RECIPE

INGREDIENTS

One headline

One expandable thesis or plan

Three points to support your thesis or plan

One conclusion

Fill in the blanks in the following order and serve it to your audience with a feeling of confidence and an eye on clarity.

Introduction:
Headline:
Plan:
Main Body:
Point One:
1.
2.
3.
Point Two:
1.
2.
3.
Point Three:
1.
2.
3.
Conclusion:
1. Summary
2. Echo:

The above recipe card may be used as the cue card for a speech.

This page is from the book *CASAA Student Activity Sourcebook*. To buy this book, please complete the order form in the [Leadership Library Brochure](#).