

The Speaker's Toolbox

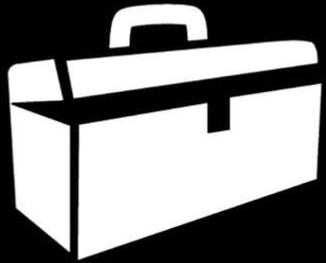
*To Icebreakers
And Beyond*

cannon.mike@gmail.com

TOASTMASTERS
INTERNATIONAL

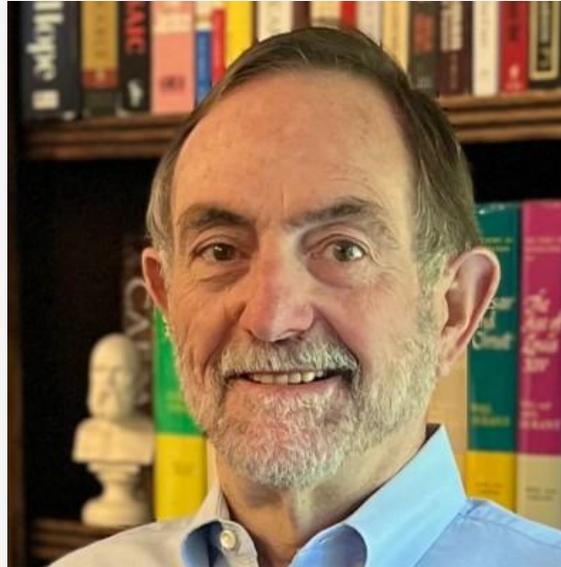
WHERE LEADERS ARE MADE

THE SPEAKER'S TOOLBOX

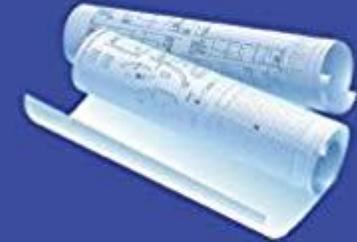


47 Tools to Build Better Speeches

BRIAN WOOLF

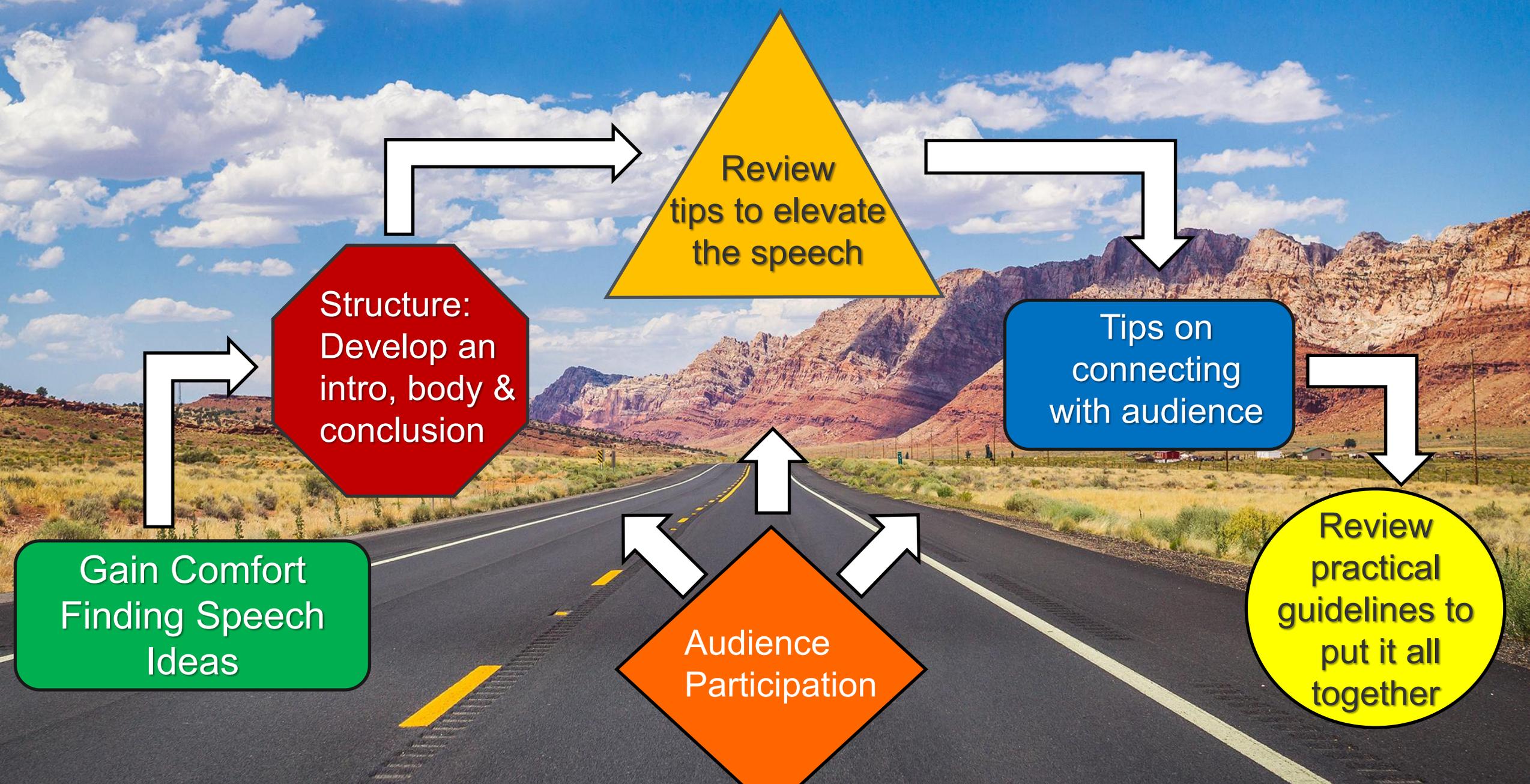


THE SPEAKER'S BLUEPRINT



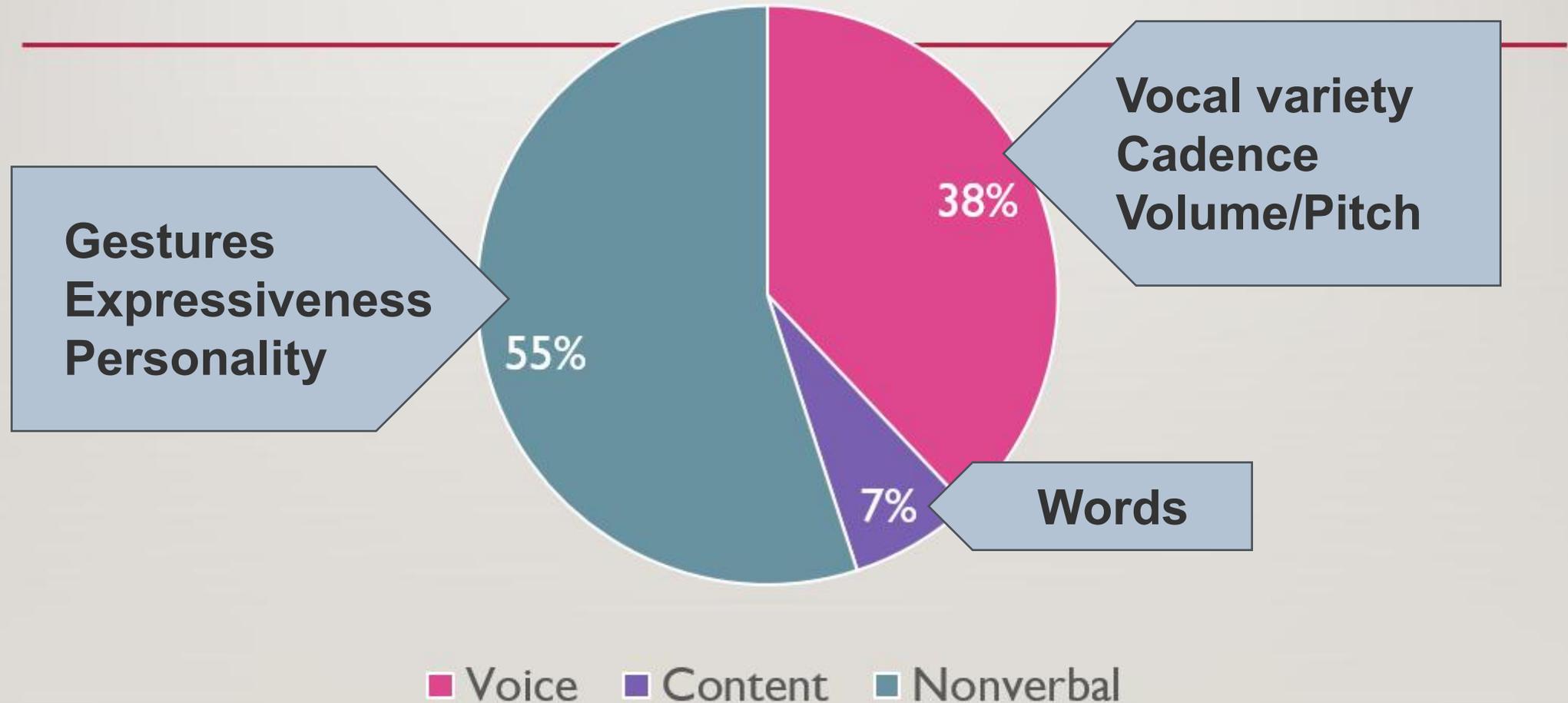
5 Essentials
When Building
A Great Speech

BRIAN WOOLF



CONTENT

What Determines Speech Effectiveness?



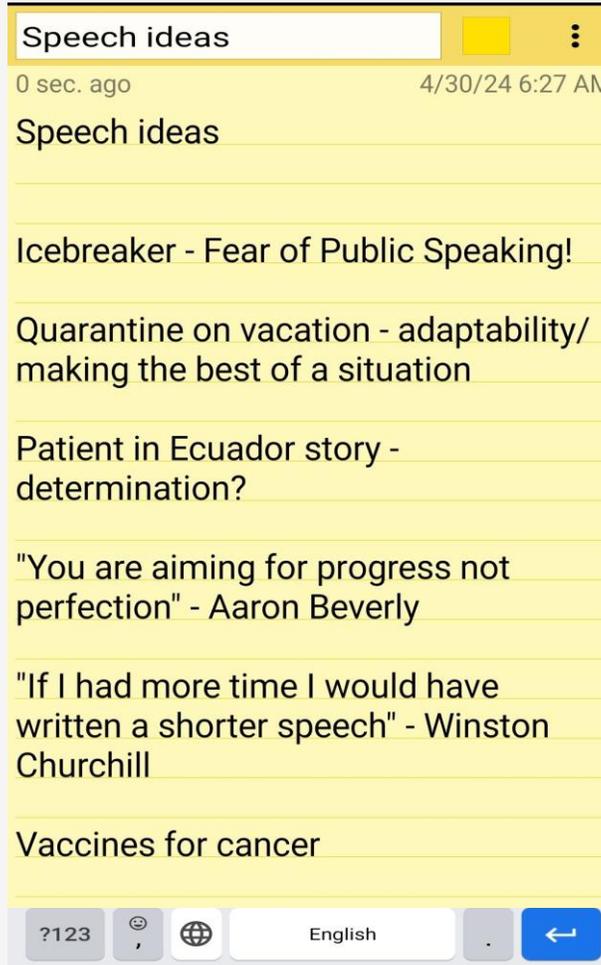
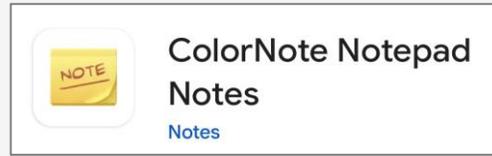
Content – sources of material

- Life events
- Interests
- Family
- Your journey
- Daily routine
- Observations



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Finding Content



THE WHEEL OF TOPICS



1. Hobbies
2. Pets
3. Scariest thing that happened
4. Your work or career
5. Favorite Meal
6. Favorite vacation/road trip
7. Most Exciting thing that happened
8. Secret talent or skill
9. Your Family
10. Your First Car
11. Favorite Movie or Book
12. Audience selection

Content – Does Everyone Have a Topic?

The Why

TED

1. What is your message and why does it matter?
2. Why is it an idea worth spreading?

Toastmasters

1. What is my message or point?
2. Why is it important to me? And to my audience?
3. What do I want my audience to THINK, FEEL or DO Afterwards?
4. What can I do to help them remember my message?
5. How excited am I by my message?

Woolf, B. *The Speaker's Toolbox*. Greenville, Teal Books, 2016.

The Point (or The Why) – Common Themes

Inspiration

Motivation

Persuasion

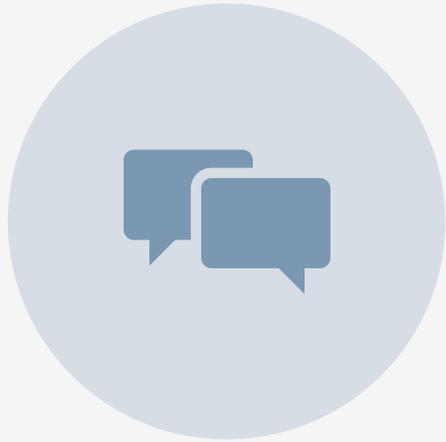
Providing information



Do you have your why?



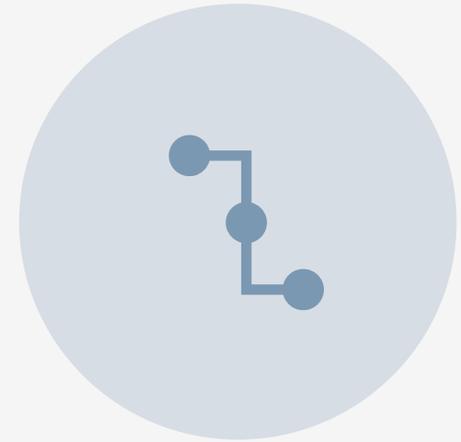
3 Keys to Speech Success



MESSAGE



RETENTION



CONNECTION

Woolf, B. *The Speaker's Toolbox*. Greenville, Teal Books, 2016.

Crafting The Speech – What to consider for content

Facts - retained 5-10% of time

Stories - increase retention to 30%

Engaging stories with emotion & examples -*Improves retention 65-75%*

Attention span is typically 8-10 minutes

<https://speakingcpr.com/the-numbers-dont-lie-stories-not-statistics-make-you-memorable/>

How to Write A Speech

1

Start with the body – think about what you want to talk about

2

Then work your conclusion – what are you going to leave the audience with?

3

Do your introduction – and think about your Opening

4

Don't forget your title!

The Body

This is where you lay out your points and subpoints

Most 4-6 or 5-7 minute speeches should have 3 main points

- Or this could be 3 examples or 3 short stories

Or if telling a story, your character is working to overcome a challenge

Add life to each point with examples, stories, facts or explanations

Let's work on the body

The Conclusion

“Tell the audience what you are going to say, say it; then tell them what you’ve said.”

-Dale Carnegie



Conclusion Tips

- Where you bring your points together
- Or in a story, this is where things come to a resolution
- **Call to action, restate your thesis** or callback to the title, advice, a solution, or an interesting quote
- ***Don't** conclude by saying “thank you” – you provided the entertainment*
- Turn the lectern back to the Toastmaster of the Day
- A Segment: “Mr. Toastmaster of the Day or the Evening, fellow Toastmasters and Guests”

Let's discuss conclusions

Introduction - Purpose

What is your goal?

Establish in the intro

Set the scene

Introduce yourself

Audience should know why you are giving this

Think about your opening



The Hook or The Opening

Ask a question

Create curiosity



Other ways for an opening

Ask a question

Create curiosity

Ask audience to imagine something

Bold/shocking statement

Bring audience into scene

Conversational intro

Describe a scene (“Picture this...”)

Explain your interest in the topic

Require physical participation

Require verbal participation

Piggyback on previous speaker

Point out something unique about the audience/event

Prop or visual image

Putdown (self-deprecation)

Quotation

Relate one member to the other

Silence

Singing

Sound effect

Speech length (describe your length)

Spell out why this topic matters

Surprise – do something unexpected

Tell an anecdote or story

Tell audience what they are going to learn

Title integrated into the opening



Introduction - Discussion Time

Taking your speech to the next level



Connecting With Your Audience (Minding Your P's and Q's – and U's Too)

- Participation
- Asking Questions
- U(you):I ratio (or we, us etc)
- Conversational Tone
- Use of Asides
- Connecting with segments

Connecting With Your Audience: Emotion

Use of Humor

- Twists
- Asides
- Put Downs
- Exaggerations
- Supprises

Use of Emotions

- Happiness
- Sadness
- Surprise
- Anger
- Disgust
- Fear

Enhancing your content and message

- Alliterations
- Amplification
- Contrast
- Details/Descriptive Language
- Exaggeration
- Memory Hooks
- Metaphors/Similes
- Visual words/Action verbs
- Quips
- Repetition
- Rhyme
- Surprises



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Alliterations - Examples

- **Peter Piper picked a peck of pickled peppers.**
- "So we **beat** on, **boats** against the current, **borne back** ceaselessly into the past."
– F. Scott Fitzgerald, *The Great Gatsby*
- Comic books?
 - **Bruce Banner, Billy Batson, Peter Parker, Jessica Jones, Daredevil (Matt Murdock), Green Goblin, Doctor Doom, Kamala Khan, Wade Winston Wilson, Wonder Woman, Lex Luthor, Fantastic Four, Steven Strange, Pepper Potts, Rocket Raccoon, Sue Storm, Reed Richards, Miles Morales, Lois Lane**
- Brands and marketing?
 - **Coca Cola, Krispy Kreme, Dunkin Donuts, Pay Pal, Gold's Gym, M&Ms**



Amplification Examples

“In the car pool Mrs. Gibson let Becky have a seat by the window. Audrey and Elliott got seats by the window too. I said I was being scrunched. I said I was being smushed. I said, if I don't get a seat by the window I am going to be carsick. No one even answered. I could tell it was going to be a terrible, horrible, no good, very bad day.” – Judith Viorst

“Within a 5-week period, I lost my job, my apartment, and my girlfriend. If I had lost a dog and an old pickup truck, I would have had a country music song”

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Contrast Examples

- “It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness...” – Charles Dickens
- Dr. Jeckyll and Mr. Hyde and Romeo and Juliet
- Sometimes we’re the judge; sometimes we’re the jury. RD
- The first half of your life is controlled by your parents; the second half by your kids. LM

Woolf, B. *The Speaker's Toolbox*. Greenville, Teal Books, 2016.



Exaggeration (and *Hyperbole*) Examples

LOL – Laugh out loud

I was dying of laughter

These shoes are killing me

I am drowning in debt

She had a thousand missed calls

I'm so hungry, I could eat a horse



Memory Hooks

- Acronyms – ASAP, NASA, SCUBA, DIY
- Mnemonics – Every Good Boy Deserves Favor, HOMES, My Very Eccentric Mother Just Served Us Nectarines
- Easy to remember title
- A powerful closing sentence to draw together your message



Metaphors and Similes

- An avalanche of debt
- Roller coaster of emotions
- Time is money
- Heart of stone
- Fit as a fiddle
- She/He is an open book
- You are my sunshine
- Life is like a box of chocolates
- Cool as a cucumber
- Brave as a lion
- Blind as a bat
- Clean as a whistle
- As innocent as a lamb
- Tale as old as time, Song as old as rhyme, Beauty and the beast



Visual Words and Action Verbs

- Walk



- Sashay, Saunter, Scamper, Strolled

- The contest was won by Theresa (passive)



- Theresa won (or smashed, crushed, or conquered) the contest. (active)

- He had run to the finish line (passive).



- He ran to the finish line...or, he exploded to the finish line, or he rocketed to the finish line.

- Dirty



- Disheveled, grotesque, drab, filthy



Quip Examples

- In war it does not matter who is right, but who is left - Winston Churchill.
- My wife dresses to kill. She cooks the same way – Henny Youngman.
- I am not afraid of death, I just don't want to be there when it happens - Woody Allen.
- Get your facts first, then you can distort them as you please - Mark Twain.
- Television has proved that people will look at anything rather than each other. – Ann Landers.
- The only time my education was interrupted was when I was in school - George Bernard Shaw.
- My wife thinks that when I joined Toastmasters I joined a cult – I discovered she was right!



Surprises - Examples

- Bill Gates (2009 TED) started a speech on eradicating malaria by opening a jar of mosquitos
- Many writers use this – Stephen King – It, Salem’s Lot
- Steve Jobs “Oh, there’s one more thing”
- The 57 Word Title Aaron Beverly (2019 World Champion)



Details and Descriptive Language

The hundreds of faces staring at them looked like pale lanterns in the flickering candlelight

-J.K.Rowling, "Harry Potter and the Sorcerer's Stone"

The surface of the earth crusted, a thin hard crust, and as the sky became pale, so the earth became pale, pink in the red country and white in the gray country.

-John Steinbeck "The Grapes of Wrath"

There is no life here but the slow death of days, and so when the evil falls on the town, its coming seems almost preordained, sweet and morphic

-Stephen King, Salem's Lot



Remember

Repetition

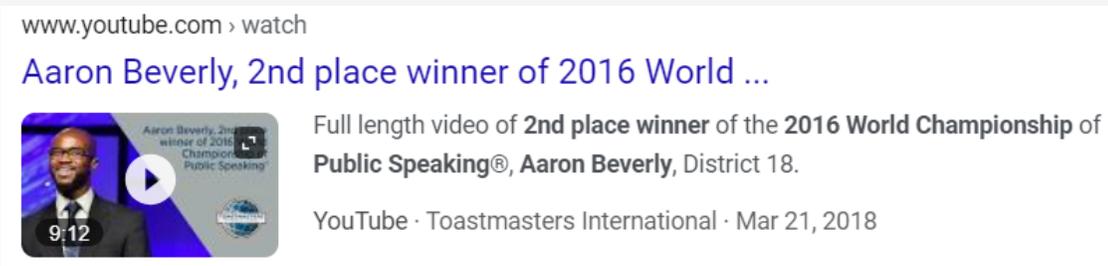
Differentiate

Closing

What did we forget?

The Title

- Don't make it an afterthought
- Keep it short - 5 to 7 words...or make it 57 words long



- Use it to pique the curiosity of the audience
- Think about your message when constructing
- Don't forget alliteration, rhyme, contrast, etc

Putting It All Together



Tips for preparing the speech

- Write the intro and conclusion and a few lines from the body
- Don't write it all out
 - *Or, write it all out*
- Don't memorize it
 - *Or, memorize it*
- Key is to make it conversational, even if memorized

Length?

- 150-160 words per minute average
 - 4-6 minutes 600-800 words (150wpm) or 640 to 960 words (160wpm)
 - 5-7 minutes 750-1000 words
- But, if you pause or expect laughter, you may need less
- Front and back of a looseleaf sheet, handwritten
- Remember, ***you don't have to say everything*** – the audience will never know what you don't say

https://toastmasters.yoodli.ai/library

Michael's Library

My Yoodlis Shared with me

	Title	Created	Type	Label
	video3822739219.mp4	Mar 26	Uploaded	<input type="checkbox"/>
	video4278056425.mp4	Mar 26	Uploaded	<input type="checkbox"/>

YOUR SPEAKING INSIGHTS

→ |

Coaching Analytics

Word Choice Delivery

🏆 What went well

Um counter 2 fillers, 0%

Nice job! It's natural to have fewer than 4% fillers.

1 uh 1 um

> Weak Words 27 weak words, 2%

💡 What could have gone better

> Non Inclusiveness 1 instance

Preparing a speech

Practice

Practice

Tweak

Practice



Three Tools To Take-away

- Sign up to give your next speech (today)
- Start a speech idea “notebook”
- Strengthen your speech: Think about your “why” and how to enhance content

Have fun!
*Each speech is just a
step along your journey!*

cannon.mike@gmail.com



References and Suggested Easy Reading

