

Great

Communicators

Speech Preparation

Core message

- What is the aim of the speech?
- Use 1 sentence to describe what people will remember.
- If your speech were a newspaper article, what heading would grab everyone's attention?
- Formulate the question to which your speech will provide an answer.

Feeling

- What will people feel when they walk out the door after your speech?
- If the audience were given 3 words to describe your speech's impact on them, what would these be?

Target group

- What is your target group? Is there more than one target group? Describe your audience.
- What do you think your target group's expectations are of your speech? (do they expect to be informed, inspired or perhaps triggered?)

Context

- Is the speech a part of a larger concept? Or is it a stand-alone event?

Challenges

- What do you see as your greatest challenge in trying to convince your specific target group?
- What are other challenges when it comes to your speech? (in other words, is there anything we should take into account when writing your speech?)

Personal

- Do you feel entirely free to say what you want to say, or do you feel like you have to color between the lines a bit? (for instance, because you represent a big organization that is under criticism, or because some of your colleagues are not yet ready for certain messages, or because you are afraid of criticism?)
- Could anyone give your speech or are you the designated person to deliver it? Why?
- What is the link between what you want to tell and your own life, your own experiences – not only personally, but also professionally?
- Try to describe which part of your speech is rational and content-driven, and which part is emotional. What is the connection between these two?

Visualization

- Which ideas do you already have regarding your speech? Imagine that you already have an image of what we will be seeing / hearing. What would this image be?