

## HOW TO WRITE A SPEECH

**CONTEXT:** This is a method for creating a dynamic speech that communicates memorable images for the audience. It is an opportunity to present new information, but more important, to assist the audience to see new possibilities and to make new decisions.

1. **BROODING:** Think through the purpose of your speech and the change you want to occur in your audience. Write these down on the top of your paper
2. **BRAINSTORM:** Fold a blank piece of paper in 8 squares. Using this like a paint pallet write down everything you can think of regarding the theme of your speech. "Empty your head" of all related and semi-related ideas. Fill up each box with several ideas.
3. **MAIN POINTS:** Taking a clean sheet of paper re-organize all the above items into 4 main points. Write 1 sentence on each point. Create a visible image that you could write on the blackboard for each of these points. Think of one dramatic story that illuminates the message of each of these points.
4. **SUB-POINTS:** Looking over the brainstorm list of each of the main points, sub-divide this list into 4 parts thereby creating a 4 by 4 chart. Now there are 16 boxes. Write a phrase or sentence for each of these 16 boxes. Think of a story or an example or an image that illustrates the point of each box.
5. **INTRODUCTION AND CONCLUSION:** Write a few sentences of introduction and conclusion that will catch the audience's attention.
6. **BROODING:** Think about your audience, the kind of people they are, why are they coming and what their anticipation will be. Think about the purpose of the gathering, the room you will be in and the appropriate length of your speech. Make adjustments in the content of the speech so that it is appropriate to the real situation.
7. **DRAMA:** Consider the drama of your speech:
  - how you will be introduced, how you will leave
  - what blackboard images are critical, what stories will be key
  - how you should use your voice
  - how should you dress
  - how you should you use eye contact
  - how you will use movements of your body