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Great Speech Analysis

1. William McRaven is a master of military. Becoming a part of the U.S. Navy in 1978, joining SEAL Team Six in 1982, wrote a master’s level thesis titled “The Theory of Special Operations”, and in 2011 received promotion to Vice Admiral and 9th Commander of USSOCOM. Also, in 2011, McRaven is given credit for organizing the spec. ops raid leading up to the death of Osama Bin Laden.
2. McRaven’s point of the speech is to inspire people to do great things. These things do not have to be difficult, but something as simple as making your bed, as starting to be productive is the first step to producing something you can be proud of. It can be hard to start, but once started, it is also difficult to stop. He uses logos, or logic, in this speech to relate to as broad of an audience as possible; making the initial statement of making your bed every morning puts the premise of the speech in terms that everyone can understand. Ethos appears in his background of military, mentioning the numerous difficult tasks that he has passed such as the night swim and the mud baths during “Hell Week”. Pathos is seen in many places such as “Nothing mattered but your will to succeed” giving the audience a sense of personal belief and empowerment. A very large majority of the speech is storytelling, but everything that is said has a much larger meaning and connection to the initial message.
3. McRaven’s voice is very consistent during the speech, showing his serious demeanor which is very appropriate for the speech’s message. His attire is also very appropriate as he is wearing his uniform that the speech is based around. His body language is generally calm and practiced, while his eye contact is very good aside from looking down occasionally. He is very consistent over the entire speech, with every small thing seeming like it was planned or at least had reason to occur.
4. This is absolutely a great speech. The message is applicable to everyone from those who struggle at getting out of bed in the morning, to those going through things as difficult as marine training. Everything is relevant to the message, and the stories give him credibility, but also make people realize that greatness is made from work, not talent.