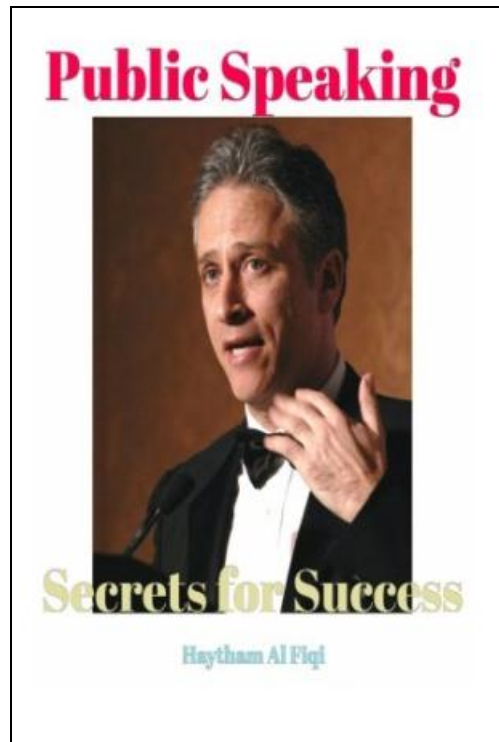


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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English. Brand new Book. What's Your Problem? How you approach that moment when you stand up to give a speech depends a lot on why you are giving the presentation. Now we are not talking about the fact that you have to give the speech to pass your general education speech class in junior college or that your boss is making you give the speech because he is to darn lazy to do it. Instead to really give a good speech, you must know that the speech is designed to do. By identifying what the goal of the speech is and what you want the audience to experience from your presentation, that will give you a lot of information both on what kind of content to use but on your attitude and "approach" when you actually get ready to give the talk. There are some very basic reasons that someone gives a speech. Those are to inform, to convince, to amuse or to cause action. Many speeches you hear are a combination of these motivations. A sermon is there to inspire which is a mixture of to convince and to cause action. A lecture in school is to inform and if you get lucky, the teacher will at least try to make the presentation also try to amuse you. So that is the first thing to ask yourself when you have your topic and your audience. Also there are variations on these themes. A speech intended to sell something is a variation on the "to convince" format. A good question to ask when you are ready to put your presentation together is "What do I want my audience to do with this information?" If you want them to walk...

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