

Task 1: Red Thread

Think about the message you are trying to convey and define it with clarity in your mind. This will represent the “red thread” of the speech.

Then ask yourself:

- What is the most important idea I want people to remember after my speech?
- What matters the most?
- Why is it important for me and for others?

Write the answers down on the **Presentation Template** provided. 1 or 2 sentences are enough.

Task 2: Brainstorming of connected ideas

Think about the other ideas that you want to convey and how they are linked to the main message. Write down the things you come up with, having a brainstorming approach. Leave the structuring side for later.

Write the answers down on the **Presentation Template** provided. Make a list or a summary.

Task 3: General structure

Use the following template to structure your presentation:

1. Introduction (background story/introducing the topic)
2. Context (why it matters)
3. Main ideas/concepts (getting to the point)
4. Practical implications (how to apply what you presented)
5. Conclusion(s)

Write the summarized answers down on the **Presentation Template** provided. Each section can contain a few sentences or bullet points.

Task 4: Introduction & Conclusions

The beginning and the ending of a speech have the biggest impact on your audience. The beginning makes people engage, while the ending leaves them in awe/inspires them to take action.

Rewrite your introduction and conclusion sections by using some of the ideas suggested in the video and here below:

a) Introduction:

- Start by telling a story
- Have a dramatic approach with some daring phrases/quotes
- Start by saying something surprising that will stir curiosity
- Say something vulnerable about you
- Start by showing a picture/quote/etc that creates emotional impact

b) Conclusion

- Reiterate the things you did in the introduction – it can create a beautiful circle
- Suggest action! How can people apply your ideas?
- Tell them what YOU will do from now on
- End with a quote that has relevance and emotional charge
- End with a story (if appropriate)

DON'T: Don't end by saying things like "This was my presentation.", "This is all I had to say." "My speech ends here." Also, don't end with the Q&A section. Ideally, that comes before the conclusions.

Write the answers down on the **Presentation Template** provided.

Task 5: Verbal Communication

Go through your speech and identify areas where you used language that was not powerful.

Rephrase those using the tips mentioned in the video.

Write the answers down on the **Presentation Template** provided. This is supposed to serve as a collection of your notes.

Task 6: Body language - mirror exercise

Ideally, a good speech delivered in public makes use of:

- open gestures (hands, legs)
- legs open (about the same lengths as between the shoulders)
- walking slowly from side to side or in front to make a point
- not crossing the arms in front of your body or behind your back
- not touching your face while speaking

Practice delivering your speech in front of a mirror and pay attention to your natural movements. Every time you notice yourself crossing your arms or legs, touching your face while speaking, etc, try to correct it. Do it at least 5 times.

Task 7: Practice in front of some people and ask for feedback

Bring some people (friends, family, partner) to watch you while you practice the delivery of your speech. Practice making eye contact with them while speaking. Ask them for feedback when the speech has ended and take notes.

Task 8: Prepare your outfit

Think about your audience and the context in which you will be delivering your speech. What are they most likely to wear? Try to find similar clothes to wear. This will help with your connection to the public.

Write the answers down on the **Presentation Template** provided.

Task 9: Prepare the logistics

Make a list of all the objects you will need during a presentation and make sure you have them all prepared before delivering your speech.

Potential things you might need (it varies depending on the context and audience):

- PowerPoint presentation (try to have it at least in 2 places: USB sticks, email, etc)
- Computer (might be a good idea to have a back-up one)
- Video Projector
- Pointer and batteries for it
- Handouts
- Microphone
- Pens for the people in the audience
- Flipchart and markers
- Other working materials for the audience

Write the answers down on the **Presentation Template** provided.