Create a Speech Skeleton
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NARROW your Pair Presentation topic to 2-3 particular *points*, *aspects*, or *features*, sufficient to cover in some detail in 6-7 mins: not too much, not too little. To help narrow down, simply ask yourself "what do I want to find out about this topic?" or "what do I want to share about this topic?" then zero in on that

This NARROWED, SPECIFIC focus should then form the basis of your **SPEECH SKELETON: Speech Goal, Power Statement,** and **Power Conclusion**

Begin by doing some preliminary **research** into your selected topic – gather information and ideas. This should help refine your grasp of the topic, so you can formulate a clear, focused set of Power Statements. Only then will you be ready to finalize and submit your Speech Skeleton

TASK 1: Working closely with your presentation partner, complete the following 4 elements of a **Speech Skeleton** as explained on my slides. Take as much space as you need to complete the **Audience Analysis.** However, for items 2-4, generate **one-sentence statements** only

Include both your names in my DROPBOX on the premise that you both worked on this activity; if that's not the case, please let me know

1.	Our audience has the following characteristics:

- Primary Audience: Undergraduate engineering students, typically aged 18–24, who are required to present technical data to peers and professors regularly.
- Skill Level: Most students have limited formal training in public speaking, often relying heavily on slides and technical jargon to convey their ideas.

- Challenges: Students face significant time constraints due to demanding schedules that include labs, projects, and exams, making concise and practical advice essential.
- Preferences: They value clear demonstrations and real-world examples that illustrate how to effectively communicate complex technical concepts.

Here are FOUR strategies we could use to engage this particular audience:

- Link our examples to engineering scenarios or projects they already know (e.g., lab experiments, design competitions).
- Incorporate brief interactive polls or quick questions to let them reflect and respond.
- Present concise visuals (infographics, simplified diagrams) that highlight key communication principles without information overload.
- Show a short, real-life case study illustrating how understanding an audience can make or break a technical presentation.

2. Here is our **ONE SENTENCE Speech Goal**, based on the formula "We want our audience to understand [WHAT?] . . . so they can . . . [WHY?]" Review my **Speech Skeleton Slides** as needed to get the right idea!

We want our audience to understand how targeted audience analysis boosts the clarity and impact of technical presentations, so they can deliver information that truly resonates with any given group.

3. Here is our **ONE SENTENCE Power Statement**, circular with the Speech Goal and closely reflecting it, but using **"YOU" pronouns**

By mastering audience analysis, you can customize your presentations to connect deeply, ensuring your message not only reaches but truly engages your audience, every time you speak.

4. Here is our **PUNCHY ONE-SENTENCE Power Conclusion**, which mirrors the Power Statement (but doesn't repeat it word-for-word!) for ending our presentation on a strong note (telling the audience exactly what they should be able to do or accomplish or improve as result of what we've just told them)

By embracing the power of audience analysis, you can turn every presentation into a powerful event that engages, connects, and persuades whatever audience you speak to.

TASK 2: Post your completed Speech Skeleton in the **DROPBOX** to receive some instructor feedback.