**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.

1. **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.

1. **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.

1. **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.**