



# BUILDING A SPEECH LESSON #5

## Objective

To have the members successfully use the START formula in building a speech.

## Introduction

Divide the club into groups of four to six. Assign each group a task. Indicate to each group that they will be given a task to plan. Their task is to decide what should be done first, what should be done second, etc.

Suggest to the groups that they appoint a group leader to guide the discussion and a recorder to note the tasks to be done. They will be given seven minutes to come up with a plan.

Here are some sample tasks to give the groups:

- How to prepare a horse for show
- How to raise funds
- How to plan a banquet
- How to thank a speaker
- How to give a good demonstration
- How to plan a Christmas party

Debrief this assignment at the end of seven minutes. Indicate that the point of this assignment was not to complete it. Rather for them to discover the process which their group used in working on the task. Did the groups plan how to plan? Did they get right into the project? Were they attentive to each other in the group? Was the leader able to lead?

## Know-how

Getting started with building a speech is just like the assignment you were given earlier. You first need a plan. Where do you begin?

To help build your speech, use the following five steps, (START process).

### S - Select a topic

Ask yourself three questions:

1. What interests you? Choose a topic you care about. Your personal interest will provide you with plenty of energy and enthusiasm. You might want to select a hobby, local, regional or provincial event, your ambitions or dreams.
2. What interests your audience? Listen to what others in your club talk about. How do they spend their time?
3. Where will you get the information you need? You have at least three sources of



information.

- a. Researching books, magazines, newspaper, or exhibits.
- b. Interviewing local experts, teachers, police, veterinarians, other club members, or your 4-H leader.
- c. What you already know and/or have experienced on the topic.

## T - Theme

With a topic in mind, it is important to choose a theme. By doing this you limit what it is you will talk about. A theme is a big idea that helps to guide what information, ideas, stories, humor, etc. you will include in a speech.

For example, here are some topics with suggested themes.

Topic	Theme
4-H Displays	Static displays
Summer time	1992 summer holidays
Homework	How I get it done

## A - Arrange

With a selected topic and a theme for that topic, you are now ready to arrange the information which you collect for your speech.

The arrangement method you choose can include:

- time arrangement: past, present and future
- topic arrangement: a series of points that need to be included
- problem, cause and solution arrangement: what is the problem, what are the likely causes and what solution(s) can you suggest



## R - Rule of Three

All speeches need three parts - an introduction, a body and a conclusion. The chart below summarizes the purpose for each part, what to use in developing each part, the time allotment for each part and when to do each part in the development of a speech.

Body	Purpose	What To	Time	When to do
Introduction	<ul style="list-style-type: none"><li>• Establish interest</li><li>• Provides purpose</li></ul>	<ul style="list-style-type: none"><li>• Quote</li><li>• Question</li><li>• Opinion</li><li>• Fact/statistic</li></ul>	10%	<ul style="list-style-type: none"><li>• Do it last.</li><li>• It's easier when you know the other parts</li></ul>
Body	<ul style="list-style-type: none"><li>• Main points</li><li>• Build for flow</li></ul>	<ul style="list-style-type: none"><li>• 3 or 4 main ideas</li><li>• sub-points come under each main idea</li></ul>	80%	<ul style="list-style-type: none"><li>• Do it first</li></ul>
Conclusion	<ul style="list-style-type: none"><li>• You review</li><li>• No new points</li></ul>	<ul style="list-style-type: none"><li>• Summary statement</li><li>• Story or quote</li></ul>	10%	<ul style="list-style-type: none"><li>• Do it second</li></ul>

## T - Try It

Practice is essential. It will build your confidence and create a desire to want to give the speech before your club. Never practice on an audience. Practice and be prepared before you give your speech to the club.

### When you Practice

- Work on one part at a time. For example, work on the introduction, getting comfortable with the words you use
- Use 3 x 5 cue cards to help jog your memory. On each cue card you can put one of your main points with short reminders of what you want to say under each main point. Don't attempt to memorize your speech. Rather, practice putting your thoughts together verbally.
- Practice with a parent, sister, brother or friend. They can give you some good feedback on how you're doing and what you might change.
- You practice to get better and build up your confidence. You don't practice to get perfect. Come prepared.



## Practice Session

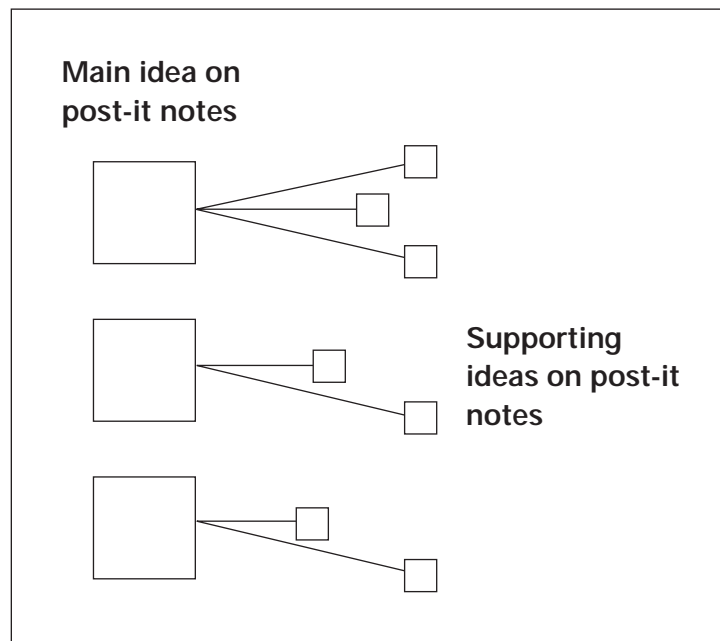
Let's see if we can now use the START formula to build a speech. Practice with a partner to help you make sure you understand each part of the formula. By asking each other questions and giving advice, you'll find this formula can be very helpful in your future speech planning.

Provide post-it notes with flip chart paper.

Just follow the formula step by step.

Select a topic

- Choose a theme for the topic. That is, narrow the topic to give it a focus.
- Now think up some ideas for your topic. Arrange the information on post-it notes or cards - one idea per card. Put your supporting points on cards as well. Again, one supporting idea per post-it or card.
- Use the rule of three by organizing your main ideas and supporting ideas under three headings - introduction, body and conclusion. Here's what it might look like using your post-it notes.



- Finally, try it! Each of you take a turn giving a brief speech, following the way you have arranged the information.

## Challenge

Use the START formula to get started on your next speech for the club. With a little practice, you'll be amazed how much fun and creativity you can bring into your next speech because you now have a method to build speeches!



## BELIEVABILITY LESSON #6

### Objective

To have the members understand the importance of the three V's in becoming believable.

### Introduction

Explain to the group that there are three V's in public speaking.

They are:

- Visual... What people see (E.g. your gestures)
- Vocal... How you say what you say (E.g. power)
- Verbal... What you say (E.g. content)

Ask members to predict how important each 'V' is out of 100%. Get a variety of predictions and then share with them what the experts say. See the chart below.

Put this on a flip than.

	What you say	What the experts say
Visual	____%	58%
Vocal	____%	35%
Verbal	____%	7%

### Know-How

Talk to your club about the three V's. Explain that the three 'V's are used by the audience to determine how believable you are as a speaker. That is, the audience looks for visual vocal and verbal clues in your speaking to decide whether they will believe you or not.

The visual factor includes what people see you do to get your message across to the audience. It can include hand and body gestures, eye contact and your appearance. The vocal factor includes voice characteristics such as pitch, power and pace. The verbal factor includes how you have organized your speech and what you actually say.

Carl Mehrabian was the expert who researched the speaking effect on an audience and came up with the three V's and their weightings

(Visual = 58%, Vocal = 35% and Verbal = 7%). He found that when a person has all 3 V's working together in a speech, he or she doesn't have to worry about these percentages. But when we give mixed messages (E.g. the visual and the vocal don't match) then these



weightings become important. In other words, our verbal effect is weighted only 7% in value when we give a mixed message.

What is a mixed message? When someone says in a speech that he is “happy to be here” (verbal) but as he says it he looks very nervous (visual). The verbal message doesn’t match the visual behavior. A mixed message results.

A matched message occurs when all three V’s are in sync. They all match. For example, when during a speech she says “I’m happy to be here” and she actually looks and acts happy.

The lesson for 4-H is simple. Be consistent in what you say, how you say it and what you do. This is easy in casual conversations because we act our natural selves. But when we get up to speak, we can fall apart and give mixed messages. Here are some tips.

### Visual tips...

#### Eye Contact

Next to the speaking voice, eye contact is the most important factor in helping to establish a bond with people. Eye contact implies trust and sincerity. Look at a person for about the time it takes to say one sentence before looking at another person.

#### Gestures

Gestures can dramatically assist you in communicating more clearly and convincingly. Keep gestures above the waist. Be natural. Avoid gestures that inhibit your message such as the arms clasped in front or arms clasped behind the body.

#### Appearance

Neat is in. Being comfortable with what you wear, loose enough for movement and no large gadgets that will upstage you when you speak (E.g. large earrings, finger rings)

### Vocal tips...

#### Pitch

A healthy voice has at least an octave range (eight notes on the piano). Making use of the variety in the voice adds interest and life to speaking and communicates care and concern.

#### Pace

Varying the speaking rate provides an ebb and flow in the speech. A varied rate will enthuse those who are listening. It keeps the speech interesting.

#### Power

Think of the voice as having low, medium and high power levels. High and low power can



both be used to emphasize something. Medium power is most frequently used.

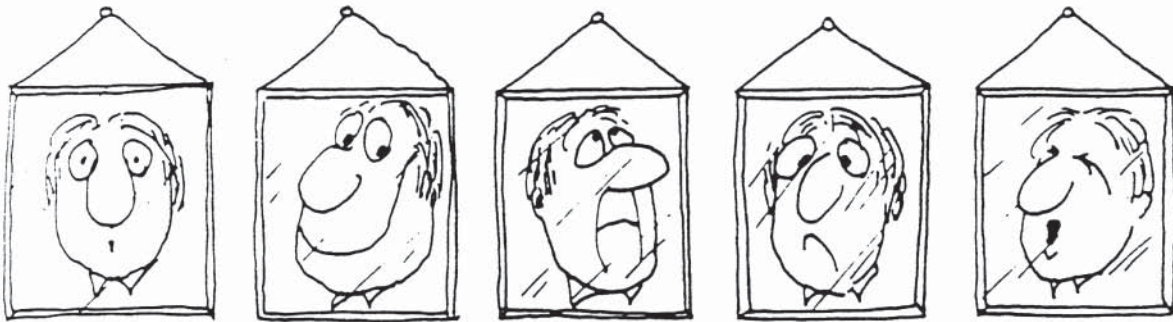
## Verbal tips...

Clean up: Avoid verbal bumpers such as the “uhms, ahs, you know, okay, in terms of”. Ignore jargon. Use the active voice with plenty of vivid words to help paint pictures for the listeners.

Organize. Think through your talk before giving it. Do I have a catchy introduction ... is the speech easy to follow ... do I have a memorable wind-up? Do the work for the listener rather than have him do the work for you.

## Practice

If it is important enough for the members to remember, then practice your talk before you give it. In other words, practice on yourself, not on the members.



WHO IS BELIEVABLE TO YOU?

## Practice

### Grokking!

Grok is a word invented by Robert Heinlein in his classic novel *Stranger in a Strange Land*. Heinlein's protagonist, Valentine Michael Smith, had the ability to grok, that is, the ability to instantly grasp the entire inner reality of people and situations.

We of course, can't logically grasp all there is to know and understand about a person as soon as we meet them. But, none the less, we still grok or as other humans might say, we use our intuition. We're pretty good grokkers too!

Your grokking assignment is this. Think of one of your favourite communicators. It may be a teacher, an actor, a leader, a parent or a friend. Now in your mind, grok that person. That is, use your own intuition, to determine what it is about that person that makes them believable.

Write down your ideas. Be as specific as you can. Use the three V's to help you. What does the person do visually? What does the person do vocally? What does the person do verbally? Share these ideas with others.



## Challenge

What makes you believable? List your strengths - based on the three V's. If you find this too challenging, get a 4-H club member to help you. Know what makes you a good communicator!