



HOME STUDY FOR TENANTS
*Public Speaking - Planning, Preparing
and Delivering a Speech*

Course Description

**PUBLIC SPEAKING - PLANNING, PREPARING AND DELIVERING A
SPEECH**

AIM:

The aim of this self - study pack is to assist you to enhance your Public Speaking Skills and to think about how to plan, prepare and deliver a speech.

WHO IS THIS COURSE FOR:

This course is designed for tenants and residents who:

- ❖ Have never made a speech in public
- ❖ Regularly speak at meetings etc and wish to further develop the skill
- ❖ Want to learn how to plan and prepare for speaking in public

WHAT WILL YOU LEARN IN THIS COURSE:

When you complete this course you will be able to:-

- ❖ Compare and contrast aspects of good and bad speeches
- ❖ List the key attributes of a good speech
- ❖ Describe the importance of planning and preparation
- ❖ Identify all the factors needing consideration when making a speech
- ❖ Write a speech

TIS, Suite 124-128
Baltic Chambers,
50 Wellington Street,
Glasgow, G2 6HJ
Tel No. 0141 248 1242
e-mail : amcgregor@tis.org.uk



HOME STUDY FOR TENANTS
Public Speaking - Planning, Preparing
and Delivering a Speech

Workbook

AIM:

The aim of this course is to assist you to identify the skills required to make a good speech, to think about how to plan, prepare and deliver a speech and to enhance your public speaking skills.

WHAT YOU WILL LEARN IN THIS WORKBOOK:

- ❖ Aspects of good and bad speeches
- ❖ How to plan and prepare a speech
- ❖ What you need to consider when making a speech
- ❖ How to write a speech

HOW TO USE THIS WORKBOOK

Go through it at your own pace. Stop for a break whenever you want or at times suggested in the workbook - whichever suits you best. When you start up again, look back at the section you had just completed.

As you go through the workbook you are asked to carry out tasks.

Do not look ahead in the workbook for answers. These are given in the correct place in the workbook. You will come to them at the correct stage.

If you get stuck on something, try the following:

- ❖ Leave aside and try again later
- ❖ Turn back pages in the workbook looking for clues and ideas
- ❖ Phone TIS for assistance - use our free phone number 0800 731 3772 or reverse the charges

Hello and welcome to this Public Speaking Workbook. It is hoped that you find the workbook informative, enjoyable and easy to use. Take your time and carry out the tasks at your own pace, but remember to follow the order of the book and don't miss sections or jump ahead to others too soon.

Have Fun and Good Luck!

INTRODUCTION

Public Speaking, Making a Speech or Doing a Presentation are things that people involved in tenants and residents associations may have to do at some time in order to get your message across to a wide spectrum of people.

Although speaking in public is not always an easy thing to do, there are methods we can use to assist us become more effective public speakers. Planning, preparation and knowing your subject and audience as well as practice will enable even the most quiet of tenants and residents to persuade others to consider your point of view.

Public speaking does not only have to be about a large conference or rally - but can be about your own committee meetings, public meetings, working groups, deputations to landlords and any other forums were you want to get your message across to others.



Activity 1

Think of the last time you spoke in public - note this below

How did you feel?

Do you think you got your message across?

Is there anything you would like to have done better?

Note this in the space provided below

We are all used to speaking in public. Every day we talk to people at home, in our meetings, at work or just generally whilst going about our day to day activities.

According to comedienne, Elaine C Smith in her recent television show "Elaine", it was suggested that we use between 7,000 and 20,000 words every day. That's a lot of words. We are almost always hoping to make these words work to our advantage.

Why is it then that some of us avoid *Public Speaking* at all costs?



Maybe it's because of the sheer numbers of people we are speaking to.
Perhaps we don't like being the centre of attention.
Possibly its because we think our "audience" don't really want to hear what we have to say.
Maybe its because we think those we are talking to assume they have more expert knowledge than we do.
Or maybe it's because we have heard so many people talk about what an awful experience Public Speaking can be.

Activity 2

For some people making a speech would be the last thing they would want to do. The very idea of it fills them with **terror**. But what exactly is it that we are afraid of?

List 6 things that would make you afraid of giving a speech.
1.
2.
3.
4.
5.
6.

Some of the fears we have about making speeches are as follows: -

- ❖ Fear of looking a fool
- ❖ Fear of drying up
- ❖ Fear of making a mistake
- ❖ Fear of the audience and their reaction
- ❖ Fear of losing their place during the speech
- ❖ Fear of some disaster or calamity occurring

You may have come up with some others to add to this list.

Remember - they can be overcome! We will look at this in more detail later in the workbook.

Complete the following acronym used to describe fear.

F _ l _ e
Ex _ ec _ a _ io _ s
A _ p _ ar _ n _
R _ a _

Sometimes it can be our own imaginations that make us worry about speaking in public. We are too busy wondering what everyone else is thinking rather than concentrating on what it is we have to say. This is described as *False Expectations Appearing Real*. We then tend to focus on all the things that could go wrong, rather than focussing on what we have to say - this leads to physical responses, which in turn can affect our performance.

Activity 3

What kind of physical responses do you think occur when people are too nervous about speaking in public?

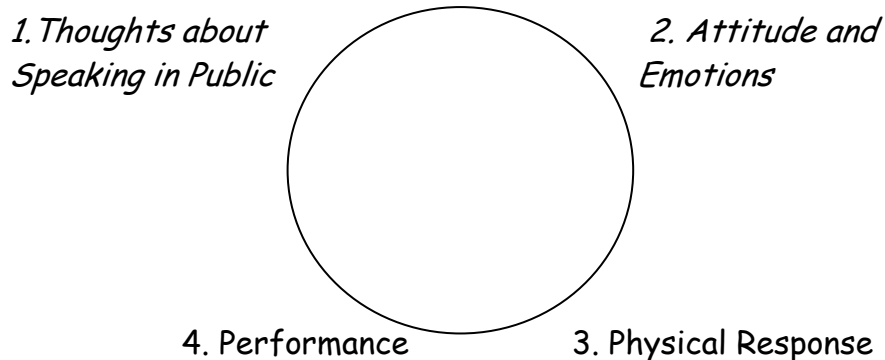
1.
2.
3.
4.

People may experience some of the following physical responses before or during a speech

1. **Sweating**
2. **Dry mouth**
3. **Blushing**
4. **Heart pounding**
5. **Stammering**
6. **Urgent need to go to the loo**

You may have come up with others - they too can be overcome.

"The Cycle of Fear"



Here we see that what we think about giving the speech will affect our emotions and attitude toward the task ahead. This will in turn make us react in certain ways - perhaps we blush, fidget, stammer or look at the floor. When these aspects and others are too evident throughout our speech, our ability to get the message across is hindered.

However

- We can learn to control the nervousness
- There are methods which will assist us become better at speaking in public
- Almost everyone has to speak in public at some time in their life

Something to remember

Feeling some level of fear is actually good for us. The adrenaline created gives us the energy we need to deliver the speech. So, be positive! You have something to say, a message to deliver, information to give, knowledge to share. What you have to say is worth listening to, isn't it?

"FEEL THE FEAR AND DO IT ANYWAY"

This is the title of a famous book by Susan Jeffries on the subject of dealing with our fears. It has now become a commonly used phrase to encourage us to challenge ourselves to do new things or continue doing things we find a bit difficult.

Activity 4

Think about speeches you have heard recently. This may have been at a local meeting, on TV or anywhere you have heard someone speak in public to a small or large group of people.

What did you think of this speech?

Was it good?

Was it bad?

Think about 5 things you think make a good speech - note them in the box below

- 1.
- 2.
- 3.
- 4.
- 5.

Now think about 5 things you think make a bad speech - note them in the box below

- 1.
- 2.
- 3.
- 4.
- 5.

Throughout our lives we are often called upon to speak in public – for many of us we do it every day without even realising that we are actually engaged in Public Speaking.

So what exactly is this public speaking lark all about?

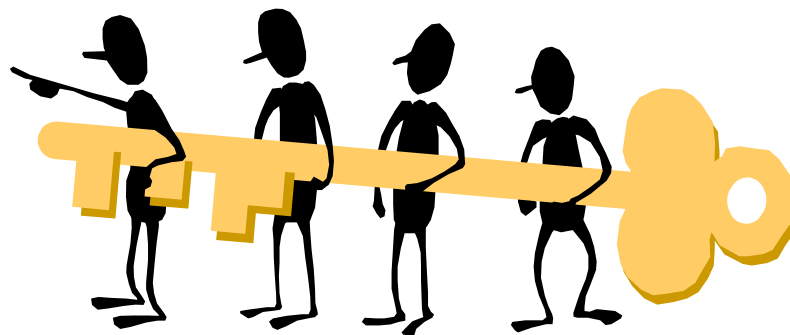
It's simply the presenting of our thoughts and ideas to others.

So, what is it exactly we are afraid of?

In Activity 4 you identified what you think makes a good or bad speech, now we're going to look at what helps us make good speeches! Here are some ideas.

1. Think positive
2. Be prepared
3. Know your audience
4. Breathe
5. Visualise success
6. Bring your lucky charm (as long as it won't distract the audience)
7. Practice

It may be a good idea to take a break now before moving on to Activity 5



"The Key To Success"

Activity 5

Read the following newspaper extract: -
(Evening Times 14 / 05 / 01)

"£20m Bid to Boost Canal Link"

A multi- million pound development is being planned for the banks of the Forth and Clyde canal.

The housing and leisure complex to be sited on 200 acres of land near Kylesyth, near Glasgow, and is expected to boost the local economy and create much needed jobs in the area.

The scheme is planned to coincide with the Millennium Project, which will open up the entire canal length for navigation, from Grangemouth to Bowling for the first time in 60 years.

Falkirk based property firm Auchinstarry Developments Ltd are drawing up the plans for a £20m luxury housing development, hotel, golf course and holiday apartments.

A total of 150 homes are planned at Auchinstarry Farm. The development will bring jobs and compliment the tourist industry in the area.

The plans have been welcomed by local politicians but concerns have also been raised about he impact the scheme would have on the environment.

Cumbernauld and Kilsyth MP Rosemary McKenna welcomed the tourist attraction aspect of the plan but warned any house building on green-belt land must be matched by leisure facilities and jobs for local people.

An application for planning permission has been lodged with the ywo local authorities, East Dunbartonshire and North Lanarkshire councils, and permission from Historic Scotland is also needed because the area is close to ancient Roman sites.

The Millenium Link project will be completed next year with an estimated 4000 jobs created in the plan costing £78m.

Now imagine you have been asked to give a speech on the development proposal - prepare a one- minute speech based on this article. It may help to think about the following: -

- ❖ Why you are making the speech
- ❖ Who the target audience is
- ❖ When / where will the speech be given

How did you get on?

List 4 things that you found easy about preparing your speech

1.
2.
3.
4.

List 4 things that you found difficult about preparing your speech

1.
2.
3.
4.

Well done, you're doing great!

"What Next?"

Lets look at a structured approach to preparing a speech!

Step 1 Clarify your purpose

Do you want to persuade, inform, promote discussion, announce something, motivate others, or what?

Write down one sentence to describe your purpose. This is to test that you are really clear what your aim is. If you are not clear, you can't expect your audience to be clear.

Avoid having too many aims for one speech. One is best, two is manageable, three is getting difficult from what you and your audience

Step 2 Assess attitudes and interests

What does your audience care about? Can you relate your message to this? Think how your audience might benefit from what you are proposing.

Step 3 Collect your material

Bring together any information you can get on your topic. Sift through it and sort it out once you have it together.

Step 4 Prepare an outline

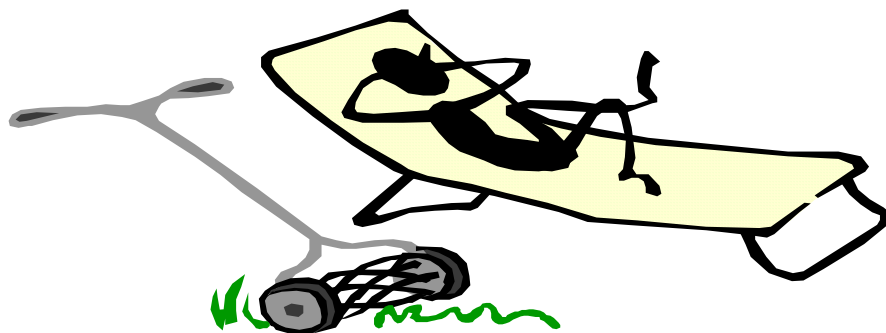
Your outline will consist of key points, ideas or headings. First write them down in any order. Then sort them into a sensible order.

Group your key points under the following headings

Opening
Main points
Conclusions

These are the three parts of a good speech. Your outline may indicate what is to follow. Your concluding part may remind the audience of key points

It may be a good idea to take a break now before moving onto Activity 6



“Top Tip”

Reading your speech word for word from your notes may come across as a bit dull and by not looking at the audience it will be difficult to engage people. A good idea is to put the main points on “memory cards or aids” which you can refer to during the speech. **NB - Remember to number them - just in case they fall, then you’ll be able to sort them out in no time at all.**

Activity 6

Recalling what we have covered in activity 5 above - think of something that you would like to deliver a speech on - it may be something your tenants group is currently working on, a local issue or a hobby or special interest. Prepare this speech to last for about 5 minutes. You may use the space below to write your speech or alternatively use another piece of paper.

Activity 7

"Practice Makes Perfect"

Now that you have prepared your speech, it's time to have a run through. It may be a good idea to have an "audience", perhaps family members, other members of your tenants group or some friends or colleagues - alternatively practice in front of a full length mirror or you may wish to make a tape recording or video of your performance.

Now that you have had your practice, complete the following.

Questions	Answers
1. How do you think you got on?	
2. How was your voice projection? Could your audience hear what you were saying?	
3. Did you alter the tone and pitch of your voice in order to make your talk sound more interesting?	
4. Are you aware of any body language that would help or hinder your talk?	
5. Would your presentation benefit from having visual aids? If yes, what kind?	
6. Do you think you got your message across? Is there anything else that may help you get your point across even more effectively?	

How did you get on? I'm sure things are going great! The following section looks at the things we need to consider when making a speech or giving a talk or presentation.

Things To Think About!

The Venue

- ❖ Consider the layout
- ❖ Will the audience be comfortable?
- ❖ Is it too formal or informal?
- ❖ Do you have a top table - do you need one?
- ❖ Do you have space to make your presentation / speech

The Audience

- ❖ What is their expectation?
- ❖ What do you know about them?
- ❖ What result do you want?
- ❖ Do you want them to ask questions?

Non - Verbal Communication

- ❖ Eye contact - its important to look at your audience, mumbling into your chest or looking at the floor will lose impact
- ❖ How close should you stand to your audience?
- ❖ Gestures - try not to wave your hands about too much or play with keys, pens or loose change in your pocket - this will distract your audience
- ❖ Try not to move around too much - you don't want your audience to get sea sick trying to follow you around
- ❖ Facial expression is also important - think of what will make people warm to you and your ideas

Visual Aids

- ❖ What kind of visual aids do you want to use and why?
- ❖ Does the equipment work? - check that it does
- ❖ Do you know how to work it?
- ❖ Remember you are the main event - aids should only help you



In Activity 4, we looked at what you thought made good and bad speeches - here are some things to think about when planning your speech.

“The Content”

The Introduction

- ❖ What is the talk about?
- ❖ Conclusions or statement of what action, if any, you are seeking
- ❖ Inform audience of the structure of the talk
- ❖ Introduce yourself and who or what you represent to the audience

The Body of the Speech - the 4 P's

- ❖ Position - the current state
- ❖ Problem - why is this an issue
- ❖ Possibilities - offer possible solutions and suggest pros and cons
- ❖ Proposal - what you want to see happen

Conclusions

- ❖ Sum up - remind the audience of what you want and your case for it
- ❖ It's a wind up, not a wind down - keep up your enthusiasm, get people on your side
- ❖ Strong ending - appeal for action or a prediction
- ❖ Decide the conclusion based on the purpose of your talk

Activity 8

Making the Speech

The following highlights some things to remember when making your speech - fill in the blanks: -

1. Ti_ i_g is very important
2. Have a _u_m_ run
3. Use m_m_ry aids
4. Use p_u _es

As you can see there is a lot to think about when planning to deliver a successful speech such as: - *Timing is very important, A dummy run can build your confidence, using memory aids means that you don't have to learn everything by heart, pausing at appropriate points in the speech can highlight specific points or assist you gather your thoughts.*

“Top Tip”

When planning your speech, think about the venue and whether or not you will need to use a microphone or loop system to make sure everyone will be able to hear you!

“Openers & Closers”

“You never get a second chance to make a first impression”

The opening of a speech will determine how well the rest of it is received.

Activity 9

Write in the boxes, below 3 things you think the opening of your speech needs to accomplish: -

1.

2.

3.

In the main, the opening of a speech should achieve the following: -

- ❖ **Make an immediate impact**
- ❖ **Grab people's attention**
- ❖ **Focus the audience on you and your message**
- ❖ **Establish credibility**
- ❖ **Arouse people's interest**

You may have more to add to this list, that's great - remember them when preparing and starting your speech.

In Activity 4 you highlighted aspects of good and bad speeches - you may have identified problems with the opening of speeches. Some common mistakes are: -

❖ **A cautious and apologetic opening**

"Er...good morning...ladies and ...er....gentlemen.
You will have to excuse me but I have aer....
slight cold...so I'm..er... sorry if I sounder...slightly bunged up"

Some people in the audience may give you some sympathy - but it has hardly established your credibility or grabbed people's attention.

❖ **Failure to clarify your objectives and the purpose of your speech**

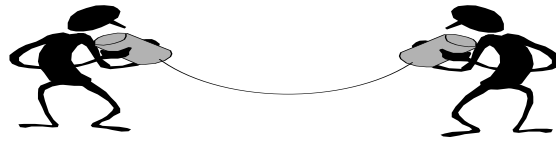
People are not clear where you are going or how you will get there.they are wondering what is the point of listening to you.

❖ **An obvious statement or observation**

"Isn't it a nice sunny day?"

This may be appropriate if you are talking to a group of eight- year olds! It is not likely to get an adult audience jumping to attention thinking "Now here's someone worth listening to"

"Get Your Message Across! "



Making A Positive Opening

The following highlights some methods you may want to think about using for the opening of your speech: -

❖ Quotations

Benjamin Franklin once said, *"There are only two things you can be certain of in life, one is death and the other is taxes"*. Well I believe there is now a third.....

William James, who has been described as the Father of American psychology, said, *"You can change your life by changing your attitude"*. Today, I hope we can come to the conclusion to change all our lives and the life of our community for the better.....

"Top Tip"

*Quotations are best used when,
they are short and to the point.
They will also make more impact if they
have been made by someone the
audience is likely to have heard of.*

❖ **Rhetorical Questions**

"How many people here today would like to see an improved Estate Management Service in the area? Most of you, I expect, and today what I want to talk about is how this can be achieved"

In your local area it is likely that you will get a positive reaction from this type of opening. Now all you have to do is follow through with good options and ideas.

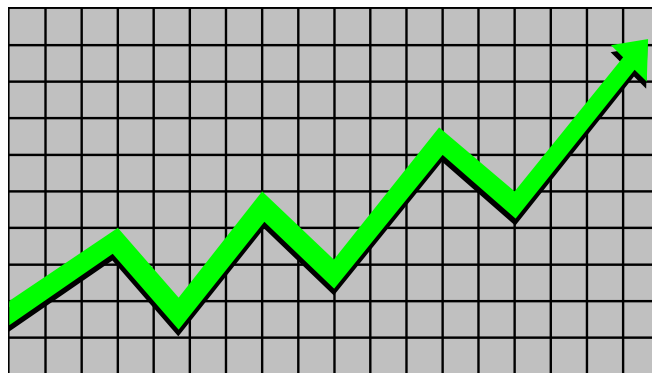
❖ **Statistics**

Using statistics can immediately grab the attention of your audience. The more dramatic the statistics, the greater the impact.

"This year 75% of tenants living in the multi-storey flats are on the transfer list..... This compares to only 10% five years ago..... What can we do about this?"

"Top Tip"

**When using statistics make sure you can back them up!
There may be someone who will try to discredit your argument because they don't like what you are saying.**



Activity 10

We are now going to look at how you would finish off your speech
But first, let's highlight some of the things you think may go wrong when
finishing off a speech. Please put your ideas in the space below: -

1.
2.
3.

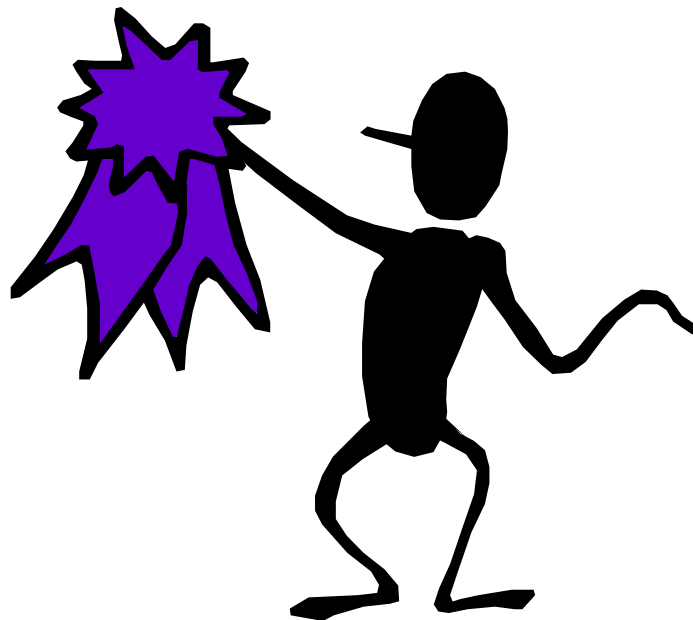
When delivering a speech or giving a talk, many people start with
powerful openings - but somehow it goes all wrong near the end. Some
common mistakes are: -

- ❖ Not allowing enough time - therefore rushing to get finished before
everyone starts to leave or the next speaker is due to start
- ❖ Forgetting to close - going on and on, almost putting the audience to
sleep
- ❖ Finishing abruptly - everyone is sitting back listening to the speech
when suddenly the speaker says "Thank - you" and sits down, giving
the audience no idea that the speech was about to finish
- ❖ Apologising - thinking that it has been enough of an ordeal for the
audience to listen to the speech. In this case the closing is full of
negative statements that leave the audience feeling low.
- ❖ Admitting you forgot a point - "*Anyway in conclusion....oh that reminds
me, something I forgot to mention at the beginning.....*"
Just as the audience thinks the speaker has almost finished another
point is introduced. At this stage in the speech it is best just to leave
it out.

Of course in your speeches these sorts of things wouldn't happen as you will have planned and prepared properly, won't you?

"Closing in Style - Some Helpful Hints"

- ❖ **Return to your opening theme**
Remind your audience of what you said at the beginning.
If you started with a quote you may refer back to it.
- ❖ **Make a challenge to your audience**
"We won't be able to achieve change unless we take action"
- ❖ **Summarise your main argument**
Reinforce the main points of your speech by telling them again, briefly, what you have covered
- ❖ **Use a poem or a quote**
"You've got to be in it to win it"



Congratulations, you are almost at the end of this workbook – before we finish, here's one more Top Tip.....

“Breathing”

Of course this is something we all do, well we wouldn't be sitting here if we didn't would we?

However, some people do it better than others!

When we feel very nervous, our breathing becomes more shallow and irregular, which in turn affects our voice. For some of us this means our voices may become squeaky, too quiet, too high or stilted. We are also likely to speak much more quickly – all of which make it more difficult to get our message across.

So, here's an exercise that may help.....

Sitting comfortably in a chair, breathe in deeply through the nose to a count of four. Now slowly breathe out through the mouth to the count of eight. (If you struggle to do this, you are not breathing out slowly enough.) Repeat this exercise five times. Breathing efficiently allows more oxygen to be observed into the blood stream so it can circulate through all areas of the body including the brain (not a bad thing when you are giving a talk!) You will feel more relaxed, but hopefully not too relaxed that you go into a semi - hypnotic state!

“So, take a deep breath and happy speech making” 

Now to round of the workbook!

This section gives you a chance to check over what we have covered in the workbook. It takes the form of a quiz. All you have to do is insert your answers in the spaces provided.

Question	Answer
1. According to Elaine C Smith, how many words do we use every day?	
2. The Acronym F.E.A.R. stands for what?	
3. What exactly is Public Speaking all about?	
4. In the "cycle of fear" what would a negative physical response to nerves lead to?	
5. What chemical increases in the body when we are nervous or scared and which often gives us the impetus to do things?	
6. Name 4 things that help us make good speeches?	
7. What are the 4 Steps we should follow when preparing a speech?	
8. If you decide to use "memory cards or aids" what should you do to prevent them getting muddled?	
9. In your speech, what do the 4P,s refer to?	
10. Like any good story a speech should have a B_____, a M_____ and an E____. otherwise known as the O_____, the M____P_____ and the C_____	

What Next?

Phone or write to TIS to ask for the Checkback pack for this workbook.
We'll send it to you straight away.

In it you will get: -

- ❖ The answers to the quiz
- ❖ A "Things to Remember" sheet of helpful hints
- ❖ A suggested list of other information sources on Public Speaking
- ❖ A list of other course in the TIS "Home Study for Tenants" series
- ❖ A questionnaire to allow you to give us feedback on how well or how badly this course worked for you
- ❖ **A Certificate of Completion**

**For the moment - Congratulations in completing this workbook.
We hope you enjoyed learning this way and that you will go on and do more of the course in the series.**



**The Tenants Information Service
Freepost SCO 4863
Glasgow G2 6BR
TEL 0141 248 1242**

Email: info@tis.org.uk