

Speech Planning Worksheet

I. Format

Introduction	<p><i>Attention getter:</i> tell people why they should listen</p> <p><i>Establish rapport:</i> create a bond with your audience. Show them what you have in common.</p> <p><i>Preview:</i> tell people what they are going to hear.</p>
Body/Discussion	<p><i>Main points, arranged logically,</i> usually in order of importance.</p> <p><i>Data supporting each main point.</i></p>
Conclusion	<p><i>Review:</i> Summarise the key points the audience has heard.</p> <p><i>Memorable statement:</i> Create a desired frame of mind that will stay with the audience.</p> <p><i>Call for action</i> – if that is appropriate, needed, applicable.</p>

2. Detailed planning

Preliminary questions

I. What are the expectations of this audience?

a. Toward me?	
b. Toward my topic?	
c. Toward this specific situation (Are there any extenuating circumstances that should be covered?)	

2. How do I expect the audience to be affected by my speech or presentation?

Will the general purpose of my speech or presentation be to inform, persuade, reinforce certain ideas or entertain?	
What is the specific point I want the audience to remember, or the call for action I want to leave with them? (For example, complete this sentence during your speech planning: After this speech or presentation, the audience will ...)	

The body of the speech

3. My speech/presentation be arranged

box

Chronologically	
Spatially	
Topically	
By cause and effect	
By problem and solution	

4. The structure I have chosen is best because...