



**Griffin-Carty  
Communications**

# **In Your Own Voice**

**Tips for Creating a Signature Speech**

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**"Productive Business Conversations"**

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# Objectives

- Identify a topic for your speech.
- Assess your audience.
- Organize using a presentation framework.
- Practice attention-getters: openings and closings.



# Anatomy of a Presentation

- Beginning: Grab their attention.
- Middle: Keep them engaged.
- End: Conclude with confidence.



# Characteristics of a Signature Speech

- Personal or professional interest.
- Focused on the audience.
- Travel well.



# Starting Points

- What is my topic?
- Why am I giving this speech?
- Who is my audience?
- Why should they attend?



# Audience Analysis

- Who is in the room?
- What is their knowledge level?
- How invested are they in the topic?
- What are their questions? What do they want to know?
- What else do I need to know about them?
- How can I find out?



# Attention-Grabbers

## Examples

- Quote
- Statistic
- Question
- Statement
- Anecdote
- Power word
- Pause

## Sources

- On-line resources
- News media
- Books, movies,
- Politics, current events
- Arts
- Your own conversations



# Five-Minute Presentation Outline

- Opening  
Attention-grabber, purpose, overview, benefit
- Body  
Three key points and transition statements
- Conclusion  
Summarize, respond, ask, close



# Content and Structure

- Format
- Three key points
- Supporting evidence
- Transition statements



# Organize by Post-its

- Write down all ideas.
- Review and identify themes.
- Create categories.
- Identify the opening, body, conclusion
- Create a one-page outline.



# The First Ninety Seconds

- Attention grabber
- Purpose
- Overview
- Benefit



# Conclusion

- Summarize key points.
- Respond to questions.
- Ask for action; connect to the audience benefit.
- Close with confidence.



# For More Information:

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