

SPEECH PREPARATION CARDS

A clear, precise and compelling speech – faster

At some point, everyone finds themselves needing to speak – whether it's in meetings, conferences or family gatherings, addressing neighbours, colleagues or competitors. However, we don't always feel like we gave a great speech. We beat ourselves up over not having said everything that we wanted to say, being overly nervous or speaking for too long. These cards will help you prepare for your speech and boost your confidence on stage.

The idea for these cards came about from my regular consultancy work and the public speaking courses that I organise. I wanted to leave my clients with a tool to work on their future speeches individually. After completing my latest book *Everyone Can Speak Well*, I realised that everyone, not only my clients, can benefit from them.

These cards are a clear and easy to follow step-by-step guide to unlocking the secrets of public speaking.

They will help you feel more confident when speaking in front of your audience, colleagues or clients. Try using them to prepare your next speech or presentation!

CARDS AND THEIR FUNCTIONS

The cards come in three colours, each with a different function.



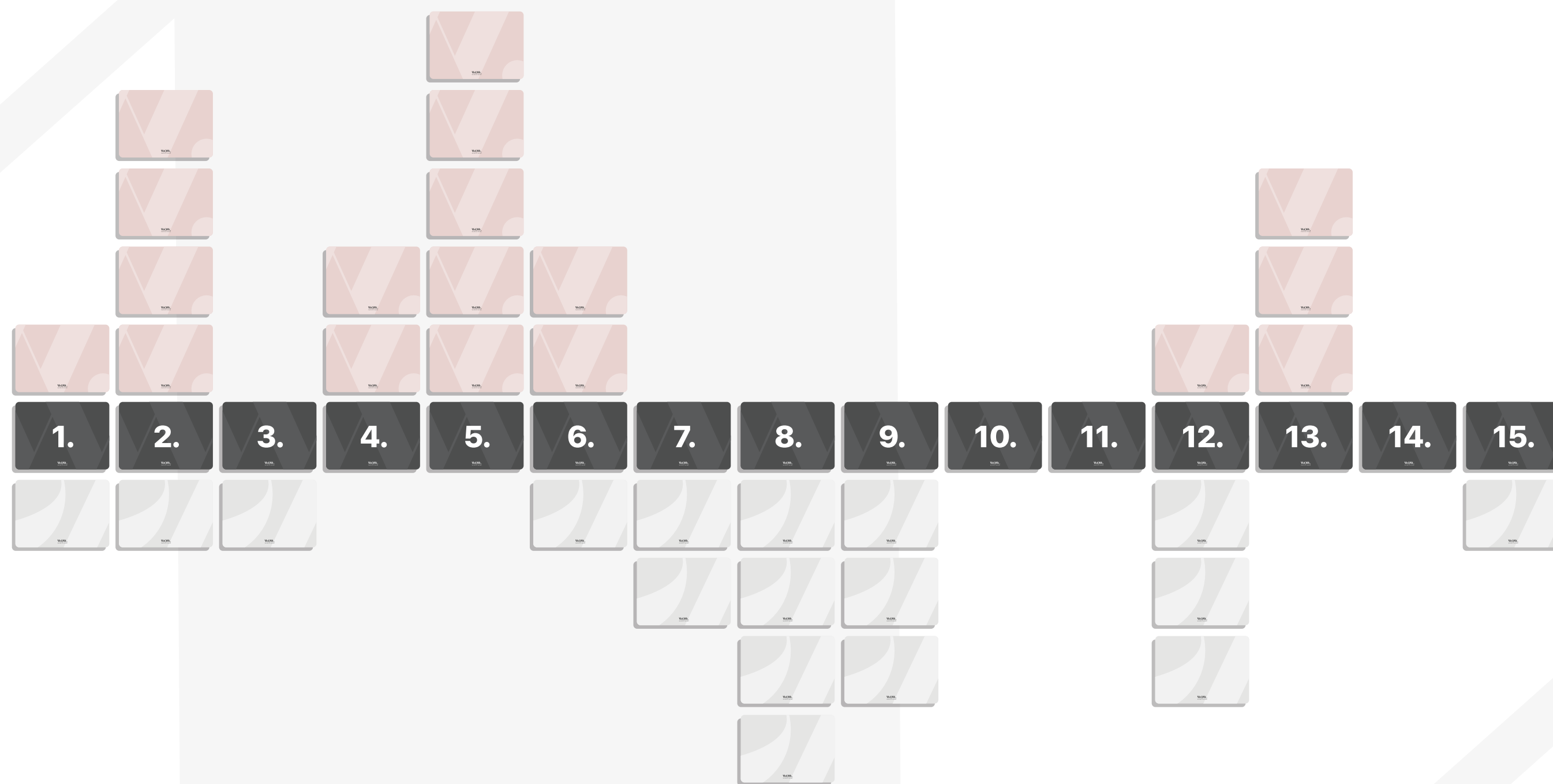
1. Main step card – dark grey.
2. Bonus step card – light grey (this card supplements the main card and explains the step or its elements).
3. Method card – pink (these are exercises, designed to reach a desired result in a specific step).

RULES

How to use the cards?

Go step-by-step and prepare your speech or presentation by following the instructions on the cards. For example, the first step is the "Goal" – define your goal. The grey cards will guide you on how to accomplish this. Once you have outlined your goal, draw the following card – no.2 "Message". Familiarise yourself with the grey cards, then write down your message. If you're not sure what your message should be, use the pink method cards, which explain different approaches to define your message. After you have decided what your message is, draw the card no.3 "Arguments", and so on. Only after completing the 5th step ("Structure") can you write your speech, presentation or design your slides. It is only after this that a comprehensive text with precise language logic can emerge. Until then, mark your progress. I recommend using post-it notes that are around the same size as the cards.

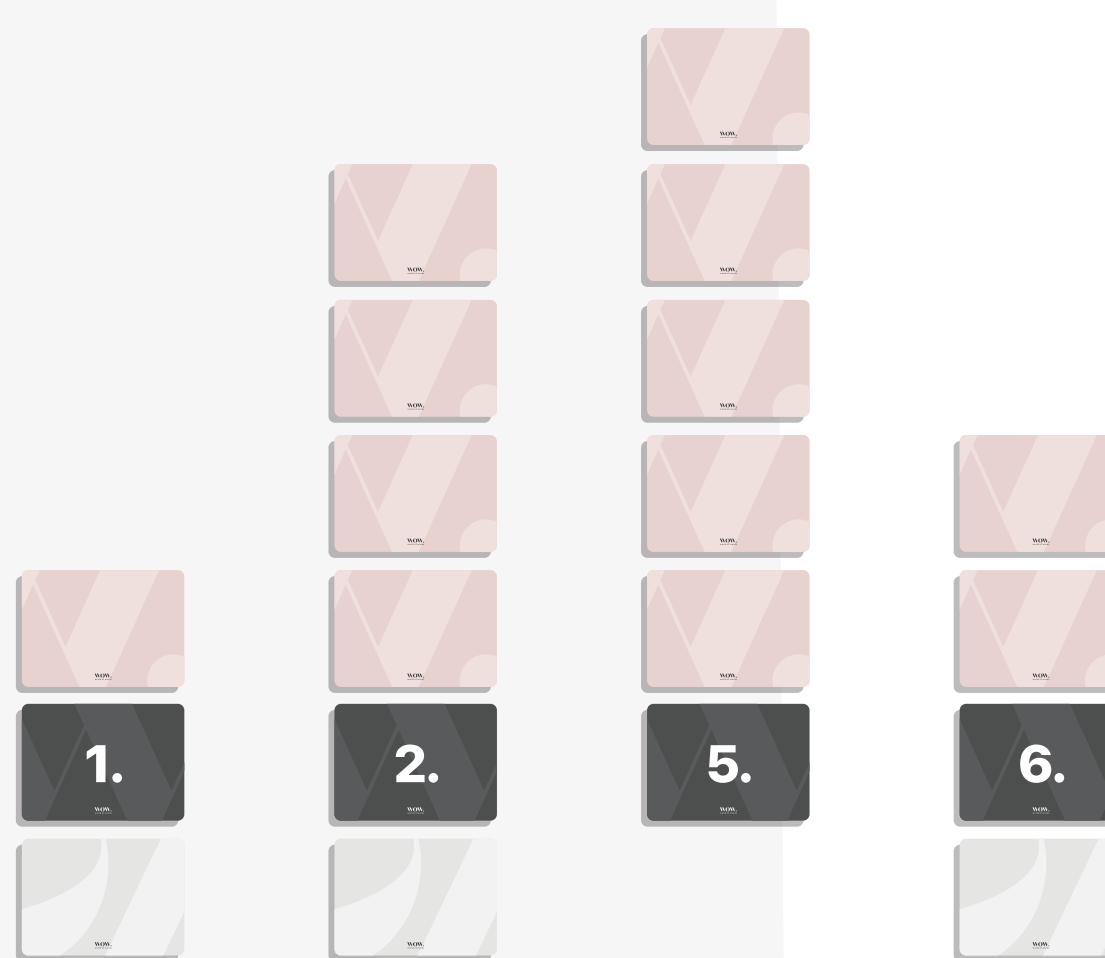
FULL PREPARATION



- | | |
|---|--|
| 1. Set your goal | 8. Apply clarity filters |
| 2. Define your message | 9. Use persuasion enhancers |
| 3. Present your arguments | 10. Design slides |
| 4. Consider the relevance to the audience | 11. Rehearse |
| 5. Choose a structure | 12. Spend time on your body, mind and emotions |
| 6. Compose a beginning | 13. Talk to your fear |
| 7. Write an ending | 14. Deliver your speech |
| | 15. Evaluate yourself |

This is the long way, which I recommend for beginners. Later, once you get better or if time is limited, you can take the short way, i.e. using only a few cards.

FAST-TRACK



1. Set your goal
2. Define your message
3. Choose a structure
4. Compose a beginning

If you dedicate some time to at least these steps, you will come up with a speech or presentation that has the main key elements.

As time passes you can restructure your speech preparation sequence and use only the elements that you think are the most important (using only black or black and pink cards). Perhaps a strong beginning already comes naturally to you and you no longer need to think about it every time you prepare for a new speech.

Or perhaps you use persuasion tools skillfully already, so checking them is unnecessary. Just as you can string beads together to make yourself a personal bracelet, you can assemble your speech preparation sequence in the same manner.

BE CREATIVE, BUT MOST IMPORTANTLY – ALWAYS PREPARE FOR SPEECHES!