

The secret to great public speaking



<https://www.youtube.com/watch?v=-FOcMAww28&t=104s>

Structure of a speech

1. Your **number one task** as a speaker is **to transfer an idea** into **your listener's mind**.

- * Provide examples.

- * Explain concepts, provide examples of these concepts.

“An idea is a pattern of information that helps you understand the world.”

*Ideas are linked together and they form your personal worldview. **Provide more examples***

2. If you accept that your **number one task** is **to build an idea** into **your listener's mind**.

HOW

If you accept that your **number one task** is to **build an idea** into **your listener's mind**. There are four guidelines to help you:

Structure of a speech

1. Focus on the major idea.
2. Give your listeners a reason to care: “ stir your audience curiosity”.
3. Build your idea, piece by piece, with familiar concepts. Use metaphors.
4. Make your idea worth sharing.

Exercise 1

- Talk about any difficulties you have experienced when it comes to public speaking.
- Tell us about the way you have managed those difficulties.
- Summarize the content of the video.

Exercise 2

- Choose a topic of your interest.
- Organize and structure your ideas using the recommendations from the video.
- You will have a presentation next class.