

Crafting a Compelling Presentation

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Summary

Your writing has opened up opportunities to speak. You realize your life experiences and spiritual insight can make a difference in other people's lives. You know what you want to say, but you aren't sure how best to say it. Toastmasters International speaker Ryan Avery studied 25 years of the International Speech Contest winners to determine which elements are most important in crafting a memorable, moving, and motivating speech. He included these three elements in his speech, "Trust Is a Must," and walked away as the 2012 Toastmasters International World Champion. In this workshop and with his permission, I share his 3-step formula.

3-step formula for engaging presentations:

1. Make Your Speech Simple—Simple Always Wins
 - a. Intro, 3 supporting stories, conclusion that ties into your introduction
 - b. Use a constant object to connect your stories to your purpose.
 - c. Write in poem form not paragraph form for better presentation
 - d. Engage all 5 senses.
 - e. Never be the hero in your own story.

- f. Drop the prop

- g. Use active voice vs. passive voice

- h. Make Your Speech Impactful
 - 1. Find your passion: If you could only tell one message to one person, what would that message be?

 - 2. Don't give a speech; send a message from the heart.

 - 3. Make Your Speech Relatable
 - a. Choose a title that works.

 - b. Never tell a joke; share a failure instead.

 - c. Use your family to be relatable.

 - d. Dress to relate, not to impress.