We’re going to…

- Review elements of a motivational speech
- Evaluate a speech
- Design speeches
- Give speeches

Like other speeches…

- Get audience attention
- Hold audience attention
- Communicate clearly
- Be well-organized
- Be memorable

Especially important…

- Establish credibility/rapport
- Address objections
- Appeal to head and heart
- Get audience to act
- Be concise; less is more

Other

- Use humor
- Use vivid descriptions/visual aids
- Show your enthusiasm/commitment
- Eye contact is critical
- Pleasing voice quality helps

You must know the audience

- Their point of view
- Their concerns
- What will motivate them
People desire...
- Freedom
- Comfort
- Pleasure
- Knowledge
- Respect
- Safety
- Friendship
- Power
- Belonging
- Being right…

One Simple Pattern
- Introduce your topic
- Establish connection with audience
- Start on common ground
- Build logically to your premise
- Ask audience to act now

Establishing rapport...
- Affirm audience wherever possible
- Demonstrate goodwill/respect
- Use humility
- Stress commonalities – “WE…”
- Concede minor points

For the hostile audience
- Address their concerns
- Tactfully show the problems with their point of view
  - Build from common ground
- Demonstrate benefits of your point of view

Appealing to head and heart
- Use reliable, unambiguous data
- Share human stories
- Use visual aids/demonstrations
- Get the audience involved
Evaluate it...

- What elements of motivational speaking did Eric Liddell use?
- What elements were missing?

Design a 1-2 minute speech

- Choose a topic
- Introduce your topic
- Establish connection with audience
- Start on common ground
- Build logically to your premise
- Ask audience to act now
Speaking to Motivate – Suggested Speech Topics

Please keep in mind that your objective is to motivate your audience to take a specific action now (no time like the present).

School-related Topics
Regent students need to…
Regent administration should…
Take a class in Transformational Leadership Coaching (or another class) next semester.
Become a student ambassador.
Start taking dance lessons now.
Convenant to observe Lent this year.

Health-related topics
Sign up now to give blood at the next Red Cross drive.
Become a designated organ donor now.

Fun Topics
Plan a vacation at …
Plan now to see … (a certain movie or show).
Budget some time to watch Lost (or some other TV program).
Read/promise to not read….

Or motivate them to commit to some action related to…

Miscellaneous Topics
TV violence
National “Do Not Call” list
Racial Profiling

Government related topics
Tax laws
Censorship
Unemployment compensation
Food stamps
Medicare
Government spending
The national debt
Drug laws
Space exploration
Speed limits
Foreign aid
Nursing home regulation
Public office term limits
Free speech

Some ideas from “SPE 1020 – Some Ideas for Speech Topics” Public Speaking website, Cincinnati Technical and Community College, Carla Gessell-Streeter, Instructor
Speaking to Motivate

Please give us your feedback.