

Speaking to Motivate




Regent University
Center for Student Development

Start Something!

Speaking to Motivate

1




Start Something!

We're going to...

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

2




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Like other speeches...

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

3



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Especially important...

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

4




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Other

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

5



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You must know the audience

- ❖ Their point of view
- ❖ Their concerns
- ❖ What will motivate them

6

Speaking to Motivate




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People desire...

- ❖ Freedom
- ❖ Safety
- ❖ Comfort
- ❖ Friendship
- ❖ Pleasure
- ❖ Power
- ❖ Knowledge
- ❖ Belonging
- ❖ Respect
- ❖ Being right...

7



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Establishing rapport...

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

8




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One Simple Pattern

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

9




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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

10

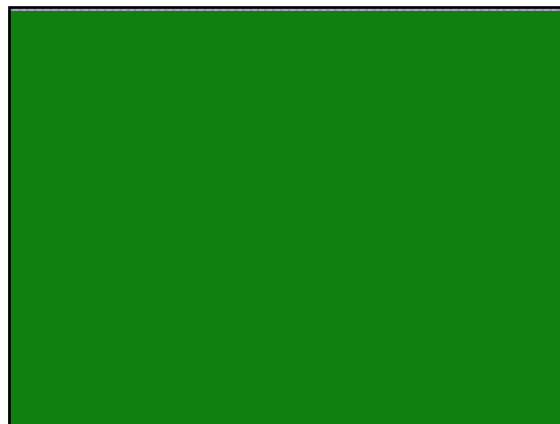


Start Something!


Appealing to head and heart

- ❖ Use reliable, unambiguous data
- ❖ Share human stories
- ❖ Use visual aids/demonstrations
- ❖ Get the audience involved

11



Speaking to Motivate



Start Something!

Evaluate it...

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

13



Start Something!

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

14



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

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Please give us your [feedback](#).