

# S.P.E.A.K.™

## **S. (STRUCTURE)**

1. Outline your speech keeping AIDA in mind.
2. Insert a clear opening, body, and conclusion.
3. Use an acronym to help remember your points.

## **P. (PRESENCE)**

1. Dress appropriately and use good posture.
2. Use the stage deliberately (remember three points).
3. Gesture often and use visual aids appropriately.

## **E. (ENGAGE)**

1. Use statistics, questions, and quotes.
2. Tell personal stories to connect with audience.
3. Insert respectful humor when appropriate; never use one-liners

## **A. (ARTICULATE)**

1. Pronounce and enunciate your words (use pencil trick).
2. Use literary devices and vary your vocal tone.
3. Breathe deeply and reduce filler words/filler phrases.

## **K. (KNOWLEDGE)**

1. Know your topic.
2. Know your audience.
3. Know your venue.