

# **S.P.E.A.K**™

## **S. (STRUCTURE)**

1. Outline your speech keeping AIDA (Attention, Interest, Desire, Action) in mind
2. Insert clear opening, body, & conclusion
3. Use an acronym to help remember your points

## **P. (PRESENCE)**

1. Dress appropriately and use good posture
2. Use the stage deliberately
3. Gesture often and use visual aids appropriately

## **E. (ENGAGE)**

1. Use statistics, stories, questions, & quotes
2. Tell personal stories to connect with audience
3. Insert respectful humor in a wise manner

## **A. (ARTICULATE)**

1. Pronounce and enunciate your words (use pencil technique)
2. Use literary devices & vary your vocal tone
3. Breathe Deeply & Reduce filler words and phrases

## **K. (KNOWLEDGE)**

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

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