

► 9 – Help Them Remember

Executive Summary:

Present a memorable speech.

Objectives:

- *To present speech that the audience will remember.*
- *To deliver a dynamic and informative speech without notes.*
- *TIME: 5 to 7 minutes - or - 6 to 8 minutes.*

Help Them Remember

We are bombarded with information most every day. It has been newspapers, radios, TVs, and billboards. Now it is more with emails, text messages, and websites. Over time our brains tend to shut down to filter what we find to be a nuisance.

What can we do, in a speech, to bypass the brain filter? This is the challenge.

The Memorable Speech

We want to remember only that information which is important, and information which is interesting. It is unlikely we will forget:

- 1) Something directly affects us.
- 2) An interesting event.
- 3) Repetition.
- 4) Extensive discussions.
- 5) Embarrassment.
- 6) Humor.
- 7) Asking questions.

Presenting personal experiences can help people remember when:

- 1) That experience could have occurred to them.
- 2) The contents are new.
- 3) The topic provides a new perspective.

Relevant examples help the brain focus on important points. Avoid information overload. It could work to limit to a maximum of three or four points. However, sometimes more points may be better.

Use clear, concise facts and examples in a logical sequence. This helps the audience understand and remember.

Vivid language and illustrations, along with body language, can help embed the points into audience's brain.

These techniques increase the odds that this will be a memorable the speech!

Preparing Your Speech

As an aid to your memory for this speech, you can use ancient people's methods who passed down sacred rites, poems, stories, and rules orally from generation to generation.

The ancients organized statements into short, numbered lists: the four noble truths, the eight-fold path of virtue, etc.

In our modern culture, it may be better to confine these lists to three or four items. When there are more, it helps to create different lists, with a maximum of four items on each list.

The few words on the list will help you remember the points that you believe should be mentioned.

The easiest topic is a sequence of events that occurred. There is nothing to memorize. You are simply stating what occurred that is already embedded in your brain.

Evaluation Guide for Help Them Remember

See last page for more evaluation guidelines.

--- Evaluate the Speech, not the Speaker!

Speech Title:

Speech Evaluator:

Date:

Note to the Speech Evaluator: This speech strives to present a speech that makes the topic memorable. The desired end result is a speech that the audience will remember. It is important for the Speech Evaluator to provide **many positive comments**, **one item** that could **strengthen the speech**, and **end with more positive comments!** In addition to the oral evaluation, provide answers to the questions below.

The purpose of the evaluation is to Encourage, Encourage, and Encourage!
Strive to have the Speaker look forward to giving another speech.

- Comment on the speaker's presentation. Did it appear stilted or spontaneous? Did the speaker keep a steady pace or have lapses of memory?
- How was the subject presented to aid the audience in remembering it?
- What techniques did the speaker use to relate the subject to the needs and interests of the audience?
- Did the quality of the speech indicate attention to basics (organization, earnestness, body language, vocal variety)?
- Did the audience appear to understand the point of the speech?
- What were the strongest aspects of the speech?

Handy Dandy Speech Evaluation Guidelines

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- Strive to start with **four or more positive** comments, **one constructive** comment, end with **more positive** comments. A constructive comment example, *"The speech could be strengthened by"*
- Focus on the **Speech**. Avoid: *"you could improve"*- better: *"the speech could be strengthened by"*.
- Avoid commenting on the Speaker's point of view or facts. Focus on the **presentation**.
- Use specifics. Avoid: *"opening was weak"*- better: *"starting with a question would strengthen the speech"*.
- Use a lot of **"I"** phrases **instead of "you"** phrases. Avoid: *"you did this"*- better: *"it appeared to me"*.
- Avoid judging. Avoid: *"the speech was good"*- better: *"I liked the speech"*.
- If it is difficult to identify something that could be strengthened, ask yourself the question, **"Is this the best speech I've ever heard?"** If it is not, try to determine what could make it the best.

Evaluator:

Speech Title:

Date:

C Opening: Address Audience? Get Attention?

O Lead Into Body?

N Body: Organized?

T Help Remember? Persuasive?

E Interesting? Support Material?

N Relevant? Appropriate?

T Effective? Clear? Inspirational?

Closing: Climax? Produce Results?

Tie It Together? What to Do?

D Physical Appearance: Appropriate? Posture?

E Professional? Shirt (men) with collar?

L Zoom: Hands visible? Eyes include webcam?

I Body Language: Eye Contact? Hands? Face?

V Natural? Spontaneous?

E Overuse / Underuse? Detracting / Adding?

R Deliberate? Precise? Appropriate?

Y Vocal Variety: Volume? Pitch? Rate? Quality?

Manner: Enthusiastic? Direct? Assured?

Presentation: Visuals? Humor?

L Word Use: Clear? Accurate/Correct?

A Colorful? Vivid? Appropriate?

N Precise? Simple/Complex?

G Dull/Exciting? Jargon? Slang?

U Always/Never/Everyone Knows?

A Grammar: Proper?

G Pronunciation / Enunciation?

E Vowel Sounds?
