

SPEECH

PERSUADE. INSPIRE. LEAD.

EXAMPLE TOPIC

SHOULD
PHONES BE
BANNED IN
SCHOOLS?

“THE FUTURE IS
NOT SOMETHING
THAT HAPPENS TO US.
IT'S SOMETHING WE
CHOOSE TO CREATE.”

PURPOSE

PERSUADE

Convince your audience
to think, feel and act.

KEY FEATURES

AUDIENCE

QUESTIONS

REPETITION

EMOTION

CALL TO ACTION

TENSES USED

PRESENT TENSE

FUTURE TENSE

MODAL VERBS

DO

SPEAK WITH
CONFIDENCE

KNOW YOUR
AUDIENCE

USE EMOTION
AND EXAMPLES

END WITH A
STRONG MESSAGE

DON'T

READ FROM
YOUR NOTES

SPEAK IN A
MONOTONE

RAMBLE WITHOUT
A POINT

IGNORE YOUR
AUDIENCE

A GREAT SPEECH CAN
CHANGE MINDS AND
CHANGE THE WORLD.