Effective Organization of Speeches

• Every successful speech has a clear introduction, body and conclusion

• **Introduction** –
  1. First, grab the audience’s attention. Do NOT begin with, “Hey. How y’all doing?” This is just nervous chatter and does not make an audience want to listen. Whatever you use has to relate to your topic.
  2. Next: motivate your audience to listen - why should your listeners care? Give them a reason to listen.
  3. Then, establish your credibility – explain why you are speaking on this topic.
  4. Finally, present your preview statement. Preview the main points you will cover in your speech. At the end of your introduction, your audience should feel completely confident that you know where you are going.

• **Body** - develop each main point with support (cited sources), examples, definitions, and statistics. Use effective transitions between each main point.

• **Conclusion** - summarize main ideas, provide a closing thought.