

# Speech Outline

## Template

**How to create a turbo-charged Speech Outline that speeds up the planning stage and adds power and control when delivering:**

### Step 1: Message

Clear your mind of the *details* about your talk and complete the **MESSAGE** questions (WHO, WHAT & WHY) on the inside left page.

Start with WHO and consider the **4 views** of your audience. Secondly, state what you want them to **think** or **do** as a result of your presentation (WHAT). And thirdly, list why they *would* think or do what you suggest (WHY).

Now, combine WHAT and WHY at the bottom of the page to define a 1 or 2 sentence **MESSAGE STATEMENT**. Use the words you would say if you were wrapping up your presentation.

### Step 2: Structure

Choose 2, 3 or 4 chunk headings on the inside right page. Define a label for the **start** of each chunk and a key point for the **end** of each chunk. Everything you wish to cover should fall into one of these chunks/sections.

Complete your **CHUNK STRUCTURE** by listing bullet points *within* each chunk that prompt you to explain your evidence/arguments/claims.

This **OUTLINE** of your presentation keeps you on track and gives you certainty about what to emphasise – so you can relax and get on with it.

[VividMethod.com](http://VividMethod.com)

The  
**VIVID**  
METHOD  
for Public Speaking

Creating a SpeechOutline is part 2  
of the 3-part Vivid Method for public  
speaking.

**SpeechOutline.com**  
Presentation Outline Generator



# Message worksheet

## 1 WHO... are you talking to? (Look into the mind of your listener(s) using the 4 views)

<b>View 1: Their role...</b> <i>E.g., What does their job role focus on? Also consider age, personality style, gender, etc.</i>	<b>View 2: Their biases...</b> <i>E.g., How do they <u>feel</u> about you, your organisation or this subject? How much do they know about the subject? etc.</i>	<b>View 3: Their wants...</b> <i>E.g., What are their wants/needs in relation to this issue? What's important to them? What do they value? What gets them promoted? etc.</i>	<b>View 4: Their concerns...</b> <i>E.g., Which issue might worry them? What questions or concerns might be raised? What will they need to convince others? etc.</i>
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## 2 WHAT... do you want them to think (understand) or do? (A short statement you would say to your audience.)

What do you want your listener(s) to <b>think</b> ?	What do you want them to <b>do</b> ? (What action?)
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## 3 WHY... would they think or do what you suggest? (In words you would say to your audience.)

<i>For example, how do you back up your claim? What explanation will make your point clear? What reasons will convince them?</i>	<i>For example, what are the benefits? Why will they agree with you? Why will they <u>want</u> to support the idea?</i>	<i>For example, What problems will this solve? What's in it for <b>them</b>. What pain will they avoid?</i>	Etc..
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Write your **Message Statement** by combining 2 & 3.  
 (Imagine you are talking to your listener(s) and this statement is a summary of what you want to leave in their mind.)

MESSAGE STATEMENT

# Chunk Structure



Scene Setting (Optional)

Creative Opening (Optional)  
Quote, story, question etc. Ties into final statement

**Presentation Title**  
(The subject of your talk)

Personal View (Optional)  
Your attitude or strong feelings on the subject

Introduce Chunk Headings (as an overview)...

Chunk Heading

Chunk Heading

Chunk Heading

Chunk Heading

Bottom-line point

Bottom-line point

Bottom-line point

Bottom-line point

PAUSE...

PAUSE...

PAUSE...

PAUSE...

Recap bottom-line points (optional)

**MESSAGE STATEMENT** Remember to include the specific things they should DO or THINK, and why

# Handling Questions

(You May Be Thinking...)

It only takes 5 minutes to be ready for questions.

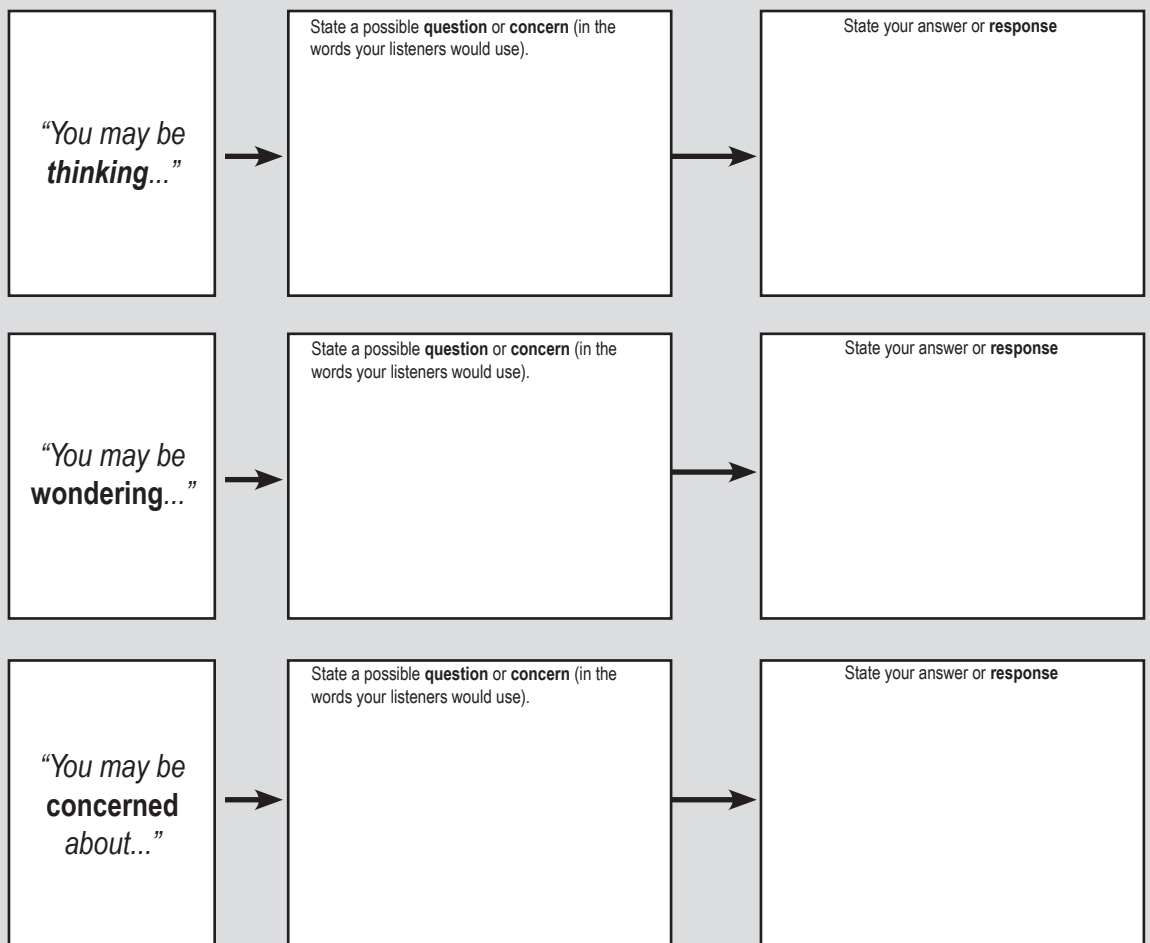
Write the challenging questions or genuine concerns of your audience, then write your response.

Think of the tough questions! And write them in the words a difficult questioner might use. This reduces uncertainty further, helping you maintain your composure.

If you're completely surprised by a question, then you really haven't prepared objectively.

Also, consider using the 3-step Y.M.B.T. technique (shown at right) during the presentation. It creates the feeling of a dialogue which can;

- engage the audience
- show your strategic thinking
- defuse objections
- persuade the skeptics.



## 1. The ClarityFirst Principles

Your measure of success when making a presentation is simple: did the audience **get your message**?

When you start thinking from this point, you are more focused, so your intelligence and **awareness** are activated correctly. You're able to think objectively. By focusing on the message and how it's received, you'll soon ask yourself questions like:

- Which words will make it engaging (or practical or memorable) to this audience?
- How can I help them relate to this message?
- What do I want them to **do** or **think** as a result of this presentation?

Don't be distracted by people who say you must have acting skills and follow a set of 'performance rules'. You just need to be yourself. Audiences will accept your **natural style** (and even flaws!) if your message and explanations engage them.

## 2. Create a Speech Outline

The **ClarityFirst** concept is a crucial component of the Vivid Method because cluttered thinking and poor expression travel together.

Weak delivery skills often result from **uncertainty** associated with your preparation (i.e., lack of clarity). When your message is clear and you know your natural style is effective, **explanations come to life** and delivery skills improve.

A Speech Outline is not about filling in forms, it's about getting extremely clear on the key aspects of your presentation. With clarity first, the execution becomes effortless.

So clarify your message first. It's then easier to define the structure and sort the details. And there is no wasted time or effort with the **central message as a guide** to determine which information should be sacrificed and which should be kept or elaborated on.

## 3. Give Great Explanations

1: Realise your **natural style** is best and you don't need to be a performer to speak effectively.

2: Create an **Outline** – *before* you decide on slides and delivery techniques.

3: Add **evidence** to show your key points are valid (examples, models, great explanations, etc.). Consider all forms of visual support.

4: Try a **1-minute rehearsal**; read through your PresentationOutline *out loud*, to feel certain about key points and structure.

5: **Identify questions** and concerns in the mind of your listeners. Prepare responses.

6: Find the right pace by speaking at a speed that allows you to **breathe comfortably**.

7: It's simple. Relax and get on with it.