



.... presented by **Dr.KEVIN^cSnyder**

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Types of Professional Speeches

Types: workshops, staff meetings, group presentations, keynotes, etc., etc.!

Length: 5 minutes to full day training; most common workshop/keynote length is 45-60 min

Audience size: 5 to 500 to 5,000+

Industries: spans any industry and any association

Price: from FREE to FEE! (see [PAID to SPEAK book here](#) if interested in PAID speaking)

4 Elements Comprise an Extraordinary Speech

Content

Notes ... What **problem** are you helping people solve? Best way to make your content "stick" is to have your **message** (i.e. how to help them) carried through a **story**.

Application

Notes ... What is the point of your speech/presentation? Can your point be applied to the audience? Tell them how! If it's not relevant to them, then they'll be thinking, "so what?" Your story isn't the point. Is the message and what they do with it that matters.

Call to Action

Notes ... What will they do with your information? Specifically, what actions should they take?

Delivery

Notes ... see slide deck for examples ... if your delivery doesn't match your content, then the message will be lost. Your delivery has to perfectly blend your content. TED talks are a great example of poor delivery 95% of the time. Use images for slide, not bullet points. Engage. Humor. Video. "I didn't say I stole the \$\$!"

Professional Speeches Have a Heartbeat



Your speech must be designed like a heartbeat; otherwise it's dead. No matter where your audience starts, outline your speech with ups and downs.

Every Speech Should be Designed as a Storyboard (this is my secret sauce; see [PAID to SPEAK](#))

Time	"Puzzle Piece"	Onion Layers	Audience Action	Audience Emotion
5/5	Intro	1. Two Claps 2. Don't Stop	1. Moving 2. Sharing	1. Happy 2. Excitement
5/10	Show Up	1. Question 2. Quote 3. High Five	1. Listening / Sharing 2. Listening 3. Moving	1. Serious 2. Inspired 3. Excitement
15/25	Think Differently	1. Roger Banister 2. Nine Dots 3. Comfort Zone	1. Listening / Sharing 2. Reflecting 3. Sharing / Moving	1. Inspired 2. Excitement / Inspired 3. Happy / Inspired
10/35	Etc.	Etc.	Etc.	Etc.

Audience Action: Listening | Sharing | Reflecting | Watching | Moving | etc.

Audience Emotion: Happy | Excitement | Serious | Inspired | etc.