

FIVE FRAMEWORKS TO ACE A SHORT SPEECH & SAVE YOURSELF TIME

Eeek! You need to create a short speech FAST!

But don't panic....

Here are a few simple frameworks you can use at a moment's notice

Remember that even in a short speech there should still be:

1. **An opening and closing section** to leave the audience satisfied
2. **A clear message** that everyone can understand
3. **A story, example or metaphor** to bring the topic to life
4. **A conversational delivery style** so no-one gets put-off by too much formality

So, give one of the following a try:

--The Timeline approach

1. Set the scene and tell the audience when and where the action takes place
2. Describe the past, present or future events, or perhaps include all three, and relate the story to your audience
3. Explain why the events and time period you are discussing are significant to your message

This method is great when you have to explain a series of related events

--The Problem/Solution method

1. Pose your problem/issue/topic
2. Pose your solutions or response
3. Go on to the next problem, again give your solutions and continue
4. Don't forget a short wrap up at the end.

This method is great at giving you an aura of authority as it seems like you have all the answers. It can also be quite persuasive

--The Bullet framework

1. Present the statement, idea or question that sums up your message
2. Respond to your initial idea with a series of clear bullet points - 3 points is usually enough if time is limited
3. Wrap up at the end, and you can even re-state the most compelling point and re-connect it with the initial question

This very familiar structure is great for explaining complex topics

--The Pros and Cons method

1. Introduce your topic, problem or dilemma
2. Provide a pro and follow with a related con to create a sense of balance for the audience, until you've listed the most important positives and negatives
3. Offer a conclusion that uses evidence from your list

This is a useful method when a decision has to be made or when you need to persuade your audience

--The Storyteller method

1. Grab your audience's attention by jumping into a relevant story
2. Explain how your tale relates to your message and describe the moral of the story

This is a good method to use if your message has a moral component, or if you want the audience to take some kind of action post-presentation. It helps create a rapport with your listeners

So, choose the best framework for your content, and good luck with the speech!