

## Construction Checklist

Fill this out as you proceed through each step

Check	Stage One & Two: Planning & Preparation	Process
	<b>Topic</b> Remember: the audience writes the speech! Audience Analysis: Who is my audience? How do they think? Why? Secondary: 1. Why is this topic important to them? 2. How will my audience benefit from my words? 3. Will they learn something new?	<b>Ask questions re:</b> demographics, psychographics or behavioral.
	<b>Research</b> Quality research adds credibility. Primary not secondary (hearsay). Who created content? Who paid for it, why? Need <b>author and date</b> . Create reference page first; share sources <b>verbally and visually</b>	<b>Plagiarism = crime</b> No Wikipedia Journals are great Peer reviewed is great
	<b>Establish a Purpose Statement</b> Consider: audience analysis/research/your goal—be crystal clear!	<b>Wash cycle</b> (work out the dirt, have clean, clear thoughts)
	<b>Construct a Skeleton Outline</b> Determine organizational strategy. Write <b>only</b> main points and sub points.	<b>Consider the logic!</b> Refer to organizational matrix
<b>Stage Three: Construction</b>		
	<b>Outline</b> <i>Audience Analysis, Purpose Statement, Body, Intro, Conclusion</i> Fill in the Formula. Begin with body, take skeleton outline and fill in with full sentences including your research and examples. Speech writes itself!	<b>Do not</b> use essay format.
	<b>Quotes/Questions/Transitions</b> Include: quote to illustrate a point, questions posed to audience, clear guidance from point to point. Act like a tour guide guiding audience from point to point.	Search for famous quotes on your topic, stretches speech!
	<b>Check for Mistakes, Did you...</b> Stretch, knockout, preview, fallacy, examples, conclude	Make it right, don't leave it wrong!
	<b>Peer Review</b> Have buddy read and provide meaningful feedback.	Sign off:
<b>Stage Four: Delivery</b>		
	<b>1. Read</b> Read your speech out loud 5-10 times.	Benefit: you won't have to memorize.
	<b>2. Create Your Cards &amp; Visuals</b> Cards = <b>Formula + Key Words only</b>	Too many words = reading too much = no connection.
	<b>Visuals: Presentation Aids (Powerpoint)</b> <ul style="list-style-type: none"> <li>• Use key words... no full sentences. Everything supports purpose</li> <li>• No FUNK (fonts, colors, sounds, timing, movement, distracting images)</li> <li>• 1st slide preview main points; no intro slide. Back up (jpg &amp; 200)</li> <li>• Practice/coordinate with buddy. Do not read slides interact, engage.</li> <li>• Bring handouts for audience. Include references. Print hard copy.</li> </ul>	<b>C.R.A.P. Concept:</b> Consistency, Repetition Alignment, Proximity See: The Non-Designer's Design Book by Robin Williams
	<b>3. Practice, Practice, Practice</b> Principles: __Set the Stage, __Speak Up, __Stretch, __Energy, __Audience Connection, __Pauses, __Time, __Space Verbal: __Projection, __Speed, __Pronunciation, __Enunciation, __Emphasis Nonverbal: __Professional dress, __Eye contact, __Hand gestures, __Posture, __Smile	What are your strengths and weaknesses? Develop an <b>Action Plan</b> .
	<b>Action Plan: My personal delivery goals are:</b> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	Always ask: Did I incorporate the delivery principles?
	<b>4. Audio/Video Analysis: (Record yourself w/cell phone and critique).</b> You are your best critic. Assess your Strengths/Weaknesses/Opportunities/Threats	If you don't, it's like going on a date without looking in the mirror.
	<b>Time: Do Eliminate Words; Don't Speak Faster</b> Never rush your delivery; everything takes longer live.	<b>Practice Time:</b>