



How to Craft a Speech that is a Work of Art

1. POWER

A speech is an art form. Art reveals the beauty and meaning in life. Art has the power to change the world. A speech is a success formula made up of stories insights and action steps. Speakers are essentially story tellers. The stories with the most power are the ones we find most difficult to tell. Our telling of our failures and failings gives others the message that they too can tell the truth go on and succeed no matter how many losses they have sustained and mistakes they have made.

2. PROBLEM

The purpose of a speech is to solve a problem, to achieve dream...to create change.

3. PERSUADE

Is not good enough to just give people the action steps they need to take, they to know *why*. You can't just give people a to-do list. You must provide 3 things: inspiration, information, and action steps to persuade.

4. PAIN

To find stories mine your most miserable and difficult experiences. Tell your Cinderella stories with all the juicy details; how you lost it all suffered and failed and got up and climbed to the top. They'll go on the adventure with you, root for you, love you and learn from you.

5. PERSONAL

Tell your audiences the truths about you that are hard to share...and show them you walked in their shoes. Open up to people and they will be open to you.

6. PROFOUND

The point that you already know is probably known to a lot of other people. To find your unique message ask yourself the magic question: "What did I learn from this story?" With this question you will find the insights that will delight, inspire and motivate your audience. The more unique and personal your revelations are the more valuable and universal they will be.

7. POINT

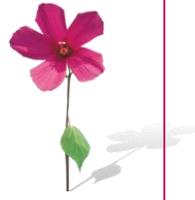
Your action steps are the corollary of your insight...and your point!

8. PAY ATTENTION

Create mystery. Keep the suspense. Don't give away the end. Your protagonist's unresolved conflict creates the dramatic tension that intrigues. A story must contain a challenge, struggle and resolution and the unexpected to be engaging.

9. PROCESS

Don't write your speech! Tell- talk- tape and transcribe!



10. PLAN

Use a blueprint to structure your speech.

- **Opening:** Start your speech with an, arresting question, astonishing fact, shocking statistic or intriguing story that illustrates your audience's problem or dream.
- **Promise:** Tell them what they will be able to do when your speech is over- and make a BIG promise if you want to keep them in their seats.
- **Position yourself as the expert:** Share the reason you are committed to speaking on the topic and what positions you as an expert. Look at what you love, what you know, what you've achieved *and who you help* and mix that up to identify how you (or your team) are number one in a category of your own and clarify how that positions you to help others in a way that defies comparison and eliminates competition.
- **The menu:** Tell them the story you will share and the number of action steps and ideas they will leave with. Most folks can't remember more than three things at a time- limit your points to 3-5.

- **Stories with insights and action steps:** Tell three (or so) dramatic inspiring stories and what you learned (the insights) and what you or they did (the action steps). Tell one brief story in your opening and one brief story with the close for approximately five in total. Sprinkle in a few minor stories as further examples.
- **Conclusion:** Briefly summarize your action steps and then script your finale like a poem that warms the heart and thrills the soul and by reminding them of their highest aspirations. Affirm that success comes from taking the high road.

11. PAUSE

Slow down and pause to give yourself and your audience time to think, feel and contemplate. Slowing your pace will enable you to relive your stories with your audience. People want you to rock their boat and open their hearts. Emotion will get them into motion.

12. PLAY

If you're not having a good time, they won't either. What you feel your audience feels. People want to learn while they have fun. Imagine you are talking to friends. Enjoy your humor and laugh often. They will enjoy your joy... and remember how you made them feel.

Lisa Yakobi is an executive and speech coach that specializes in coaching leaders and speakers who want to reach hearts and minds worldwide to inspire excellence and powerfully reshape the world. To discover how coaching with Lisa can assist you to express your highest aspirations [Email her](mailto:support@lisayakobi.com) at support@lisayakobi.com to schedule an introductory strategy session or enroll in her group coaching program to learn how to craft a speech that is a work of art.