

Write Better Keynotes Faster
Meet the Experts 2008
Daren Wride

Quit running from those lucrative custom keynotes! Quickly develop new material related to your niche. Learn a proven speech development system from someone who has written and delivered more than 500 distinct talks.

Intro:

In January of 1990 I found myself as the pastor of a small church in north central Alberta. Amidst the shellshock of all the realities of working in a church I discovered that producing a fresh talk of approx 25 minutes every single week had the potential to kill me. I was spending approx 20 hours of my week in sermon prep and another 30-40 in other church related work. An article I read in MacLean's in those early years said "A competent speech writer can produce 6-7 good speeches in a year." I needed to do between 40 and 45. And I didn't want to suck like most preachers.

One of the things I did to survive was to begin to develop a system that enabled me to consistently, predictably produce solid content. The system allowed me to break down the task into bite sized chunks so that I knew where I had to be in my preparation on any given day of the week, and if I was at the right stage I didn't need to panic. My prep time dropped from 20 hours, to 15, and eventually settled in at about 10-12 hours. At the same time my content got more consistently solid.

As I've moved into professional speaking outside of church circles, I've discovered that my system still works and makes it very easy for me to alter my primary talks or produce a solid custom talk when the need arises.

A standard method of speech prep will help you produce better speeches with greater consistency.

You will know going in that it is a good talk. This will in turn boost your confidence and make you an even better communicator. As a bonus, a standard method of prep will save you time.

My purpose is not that you will adopt my system, but rather that you will begin to develop your own system so that you can consistently and predictably produce solid talks. There may be some aspects of my process you want to borrow, but the issue is not what system you use, but rather that you have a workable system.

Stage 1: Study/Research

We all need our own system of reading and note taking and filing and gathering relevant data. I'm not getting into that a whole lot today. But the goal of the study stage should be the same: Saturation, expertise > digging until little new material shows up

Focus on seminal books/primary resources.

Egs? > I got so tired of hearing people quote Drucker that I started reading Drucker;

Self publishing: Dan Poynter

Networking: Ferrazzi- Never Eat Alone

Custom surveys are great primary sources

However we do it, we need to have more info than we need.

Stage 2: The One Liner

Agree or disagree? "Every talk is a one point talk." > Every memorable, effective talk is!

New speakers often give Siamese talks > 2 talks joined tog as one > do surgery!

A. Broad idea: Who what where when why how? > a long awkward sentence, but do it...

Mine: Frequent speakers need a system for developing new speeches as necessary so that they are more efficient in their speech preparation and can produce consistently good results.

B. Condensed Idea: 1 simple sentence (subject and complement) that captures the essence, the heart of your message.

Mine: An effective speech prep system will consistently, quickly produce solid speech content.

This is very important and often difficult, but w/t it you will likely ramble, be a little foggy and your audience will be confused.

No need to be fancy, this will not necessarily be words that show up in your speech.

*Stage 3:

The Walk Around > a very important stage; some things I do that I am sure most do not

The place for free association, mind mapping if you are into that

Key q's: > these help you get your eyes off yourself and begin to empathize w the listeners:

1. What is this idea doing? >> what is the expected gut reaction to this idea?

how does it make people feel? what emotions will be elicited? the q's arising?

the agreements and disagreements?

Ask self: How would I have reacted to that idea before I was an expert? >> this analysis will give you clues as to how you should structure your speech.

2. What needs/problems are being addressed?

Diff lists of needs in diff places. Marcus Buckingham in his recent book “The One Thing You Need to Know” suggests five personal needs: security, community, clarity, authority, respect.

My mentor Bobb Biehl suggests 8: love, appreciation, respect, recognition, significance, security, admiration, acceptance;

But your speech will often deal with more focused corporate needs: The staff doesn't trust or respect the management, or our salesmen suck at selling, or the culture is changing and our business culture isn't...

We need to be crystal clear on the need we are being hired to address. (They might not always tell you, or they might hire you to address a topic, without knowing the related real needs)

3. What remedy/solution are you going to give for those needs?

Ask three developmental questions:

(Fr H.Robinson): In reference to your one liner:

- a) **What needs to be explained?** What are you taking for granted, what might not be und by your audience? Remember, you are an expert!
- b) **Proven?** What would a hard nosed skeptic say to you? This will give you ideas for ill's, stats, proofs, logic. As a preacher I grew to expect “pervasive skepticism” and it's no different outside the church
- c) **Applied?** So what?? what diff does this make to the hearer?

All of these three will likely show up in your speech on some level, but one of the three may dominate, ie your talk will primarily be explanation, proving, or applying

Mine: ex the sys; prove it wks; ap: enc dev of sys

Stage 4: The Caption

Sloganize your central idea. > Joe Calloway speech > Sam Horn's book “Pop”

Poss the most difficult step, but when you've got it you have your talk

The nb of this varies w the type of speech > critical with a raw motivational speech; less so with an informational

If wanting media coverage, make this clear > sound bites (Bill Clinton method > each point a sound bite)

Mine: An effective speech prep sys will produce effective speeches. (s/t same as 3, s/t tweaking needed)

Stage 5: The Purpose

Purp of hockey? (puck in net!)

Purp of a talk?

****Your purp must be stated in reln to the hearer, not you!** > communication isn't output, it's transfer of info, ideas, passion > “throwing ball in such a way that it can be caught”

Not “I will tell the audience how to...” but the aud will know this or feel this or do this...”

Ideally all three: know, feel, and do.

Vague purp = Vague speech > “like dropped lemon merengue pie- splatters over ev, but hits noth very hard.”

This stage helps narrow your topic, chop some content that doesn't contribute to the purpose. And if you are to be an effective speaker you MUST narrow your topic.

Be prep'd to delete material that may be good but doesn't fit w purp your topic.

Mine: Thw und the value of having a system, thw have some seed ideas of how to develop a sys, thw feel the need for a system, thw will decide to dev their own pers sys

Key q's:

1) **What final action response are you hoping for?** > what is the "do"?

2) **What are the logical, predictable obstacles to that response?** > this gives you ideas of issues you may need to address

> custom survey can help reveal this

*Stage 6: Structure

What you do w Stage 4 (caption) to accomplish Stage 5 (purpose) >> not the outline yet!

Three basic structures: deductive, inductive, a story

Deductive: Thesis in intro. Point, illustration/proof; point, illustration proof; conclusion > simple, common, can be effective

Inductive: raise an issue or q in the intro; illustration/proof, point; ill/proof, point; conclusion: thesis

In addn to inductive structure, there are Inductive elements we can use are stories, humour, supporting material, relevant audience participation > anything that draws them in and forces them to engage w our topic is inductive

The power of inductive structure:

Movie Director Stanley Kubrick in *Time* magazine:

The essence of dramatic form is to let an idea come over people without its being plainly stated. When you say something directly, it is simply not as potent as when you allow people to discover it for themselves.

Inductive structure is very effective when dealing with controversial situations or proposing a solution for which you expect push back.

[Empac > could have said "your boss is serious about having more of a team approach" > yeah right! Instead: big mistake? where do you suck at your job? > evidence that boss was serious about team]

Broadus Speech Structures handout > when you are at this stage simply walk through and see if one of these structures might put your content over the top

*This stage more nb than you might expect: One of my biggest learnings about speech content is that identical content presented in a different structure can make a mediocre talk good, a good talk great! And, often, it simply means moving from a deductive to inductive structure.

If you've got a talk you've been doing for a while, take a good look at the structure. It could freshen it up for you and make it more effective for your audiences.

Stage 7: Outline

No talk flops due to a strong outline; many flop for lack of one.

Craft the intro:

1) Get attn > opening sentence, first 25 words crucial; clear, specific, well thought out, memorized.

Communication (flight attendants > fiancé/former wife; we'd be shocked)

2) Raise a need > (stage 3) Getting attn versus raising need > easy to gain/lose attn; need makes us listen in a sustained way. Eg: cancer patients listening to a talk on cancer fighting diet > what do they need and know they need that I am going to deliver? (3 types of speaker... > raise need!)

3) Lead into the body > smooth logical transition > if big jump here you may lose people for good;

Danger: if intro is better than rest of talk, people will slowly drift off > if I have a gt story, a haymaker that works at beginning or end, I'll save it till end.

4) Introduce the topic

Conclusions:

Oft the weakest part of an otherwise good talk.

“A speech is like a love affair- any fool can start one, but it takes real talent to end it!”

A conclusion:

1) concludes 2) is brief but not abrupt 3) intro's nothing new > as tempting as it is! **4) is well planned.**

5) Leaves no mystery re “now what?” > w/t a sense of what to do, people may be entertained (ok if that is the goal), momentarily inspired, intellectually stimulated, but they will not be changed. Eg: Linda E: email me by Monday

Bird w young analogy > it is an accurate picture of how it works in many cases

Exception: Highly motivated audience interested in your topic. Cancer patients as above

Stage 8: The Gap

If at all possible, when you are done your draft outline, try to leave it for 24-36 hours.

If I can wait 36 hours here it seems to go up a notch due to subconscious at work > if you are rushed your subconscious doesn't seem to work as well. Have at least one such gap in your prep process.

Stage 9: Write the Manuscript

Write your speech out, word for word. > poss short hand > why? clarity!!

“Writing scrapes the fungus off that.”

Some debate on this, but my conviction is if you don't write it out and you begin now you will b/c a better speaker. Mss also helps if you want to write article or book

Content is important, not just general ideas but specific phraseology.

Twain: “The diff betw the rt wd and the almost rt wd is the diff betw lightning and lightning bug”

If you are too lazy to write out a mss, you are probably too lazy to b/c a gt speaker.

Exception: a burning issue you have thot about and poss already talked a lot about

Stage 10,11: Rehearsal, refining, delivery

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Meet the Experts, CAPS 2008

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Stage 1: Research > The goal is saturation

Stage 2: The One Liner

A. Broad idea: Who what where when why how?

B. Condensed Idea: 1 simple sentence that captures the essence, the heart of your message.

***Stage 3: The Walk Around**

1. What is this idea doing? What is the expected gut reaction to this idea?

2. What needs/problems are being addressed?

3. What remedy/solution are you going to give for those needs?

Ask three developmental questions:

a) What needs to be explained?

b) Proven?

c) Applied?

Stage 4: The Caption > Sloganize your central idea.

Stage 5: The Purpose > Stated in relation to the hearer, not you!

Key questions's:

1) What final action response are you hoping for?

2) What are the logical, predictable obstacles to that response?

***Stage 6: Structure** > What you do with Stage 4 (caption) to accomplish Stage 5 (purpose)

Three basic structures: deductive, inductive, a story

Stage 7: Outline

Craft the intro:

1) Get attention 2) Raise a need 3) Lead into the body 4) Introduce the topic

Conclusions:

1) Conclude 2) Brief but not abrupt 3) Introduce nothing new 4) Well planned

5) Leaves no mystery re "now what?"

Stage 8: The Gap

Stage 9: Write the Manuscript

Stage 10,11: Rehearsal, refining, delivery

Full notes available at www.ThePowerOfaTeam.com/SpeechPrep.htm