



ASC Speech Construction Guidance

| Structure | Content | Advice |
|---------------------|---|---|
| Purpose | How do you want your audience to change because of your presentation? | Be as specific as you can possibly be in answering this question. |
| Title | Can be descriptive, challenging, curiosity building, questioning... really anything! | Whether announced by a host or on a presentation screen the title should create a desire to learn more from the speaker. |
| Introduction | <ol style="list-style-type: none"> 1. Arresting opening 2. Indication of purpose 3. Outline of argument | Just enough information and justification of why you are taking up their time to get them onside... then get into your speech! |
| Thesis | Three main points each with their own introduction, thesis and conclusion. Make the sentences at the start and end of each point different in style and delivery to signpost progression. | A thesis structured like this provides waypoints for your audience as you take them on the journey. It also reminds them that you are arriving at a destination = purpose! |
| Conclusion | <ol style="list-style-type: none"> 1. Summary of argument 2. Draw out a learning point or introduce maximum of one new point related to your core argument 3. End on a prepared sentence | Brevity is clarity! No one has ever said – “I wish that speech could have gone on a bit longer!” Edit as much as you can to distil your desired audience “take-aways” delivered at a time when they will be highly attentive. |