Effective Organization of Speeches

• Every successful speech has a clear introduction, body and conclusion
• **Introduction** -> First, grab the audience’s attention. Do NOT begin with, “Hey. How y’all doing?” This is just nervous chatter and does not make an audience want to listen.
• Next: motivate your audience to listen -> why should your listeners care?
• Then, establish your credibility -> share your expertise, explain why the topic is important to you, cite expert sources you’ve consulted and show gender and cultural sensitivity.
• Finally, present your thesis statement -> identification of the topic and a preview of the main points you will cover in your speech.
• **Body**: develop each main point with support (cited sources), examples, definitions, and statistics. Use effective transitions between each main point.
• **Conclusion** -> summarize main ideas, provide a closing thought.