Organizing and Outlining

**Organization:**
We organize our speeches to create clarity. The way to do this is to break down the speech into its three main components, introduction, body and conclusion. Let’s start with the body since most of your information is here.

**Body:**

*Developing main points:*
- These will emerge as you research your topic. These are the questions to answer throughout the speech.
- Generally go with 2-4. This allows you to properly explain your topic and provide enough depth, but also short enough that you stay within the time requirements.
- Main points should be specific and carefully planned, and should steer your audience towards your thesis

*Connecting Main Points:*
- There should be a pattern and relation connecting your main points together and to your Central Idea.

*Transitions:*
- Signposts, Previews and Summaries. Show the audience that you are transitioning between points. The best way to do this is to review where you have been and preview where you are going.

*Supporting Main Points:*
- Back up your claim. Show evidence with examples, definitions, statistics, quotes, analogies etc. Remember to add in your sources.

**Introduction:**

What should the intro accomplish?

*Gain the audience’s attention:*
- Hook them with an interesting statement, quote, fact, story, or relevant humor. Basically, you want the audience to perk up and want to hear the rest of the speech.

*State your credibility:*
- Why are you credible to speak on the subject? Personal experience? Research? Why can the audience trust you?
State your thesis:
• Make sure to include your thesis (also called Central Idea). This is the backbone of your presentation and everything should relate back to this sentence.

Preview your main points:
• The intro serves as a road map to your speech. Layout the speech by giving a brief preview to your main points and what you’ll discuss throughout your speech.

Conclusion:

Bring the speech to a close. A good conclusion is basically an inverse of your introduction. Instead of hooking your audience and then previewing your points, you review your points and end on a strong note making sure to highlight your Central Idea once again.

Bring the speech to a close and allow the audience to make connections between your points, showing how they all relate.

Outlining:

There are three types of outlines that we use throughout the speech writing process: Preliminary, full-sentence, and presentational.

Preliminary:
Essentially, you list everything that could be used in the speech. Since this is very informal, you have the freedom to take all your information and move it around as you see fit to make the most sense when presenting it.

Full-sentence:
This is your more detailed outline. It can almost be viewed as a manuscript to your speech in that you will basically be presenting your speech as it is worded on the full-sentence outline. It includes all components of the speech (intro, body and conclusion) as well as transition statements fully written out.

Presentational:
Once you have a full-sentence outline, you can create a speaking outline. This type of outline is what you can turn into note cards when you present. With this outline, you are using your full-sentence outline and taking a few key phrases or words from each part of the speech, and each main point, to make a condensed outline. You don’t want this to be too text heavy, rather something that you can quickly refer to during your speech and know exactly what you are talking about and the order in which your information comes.