



THE SPEAKING GUILD
FROM INSIGHT TO SPOTLIGHT

OUTLINES THE KEY POINT

STRUCTURING A SPEECH



3 STEP PROCESS



01

GATHER YOUR KEY POINTS

02

SUPPORT EACH WITH EXAMPLES OR DATA

03

ORDER THEM IN A LOGICAL PROGRESSION

PUBLIC SPEAKING REQUIRES TECHNIQUE AND PRACTICE, NOT NATURAL ABILITY

Point

Point

Point

INTRODUCTION

ANXIETY IS A
MINDSET ISSUE

National Library of
Medicine, "Higher
degrees of anxiety
appear to be linked to
increased third-person
perspective in social
phobia"

MINDSET
COMES FROM
TRAINING

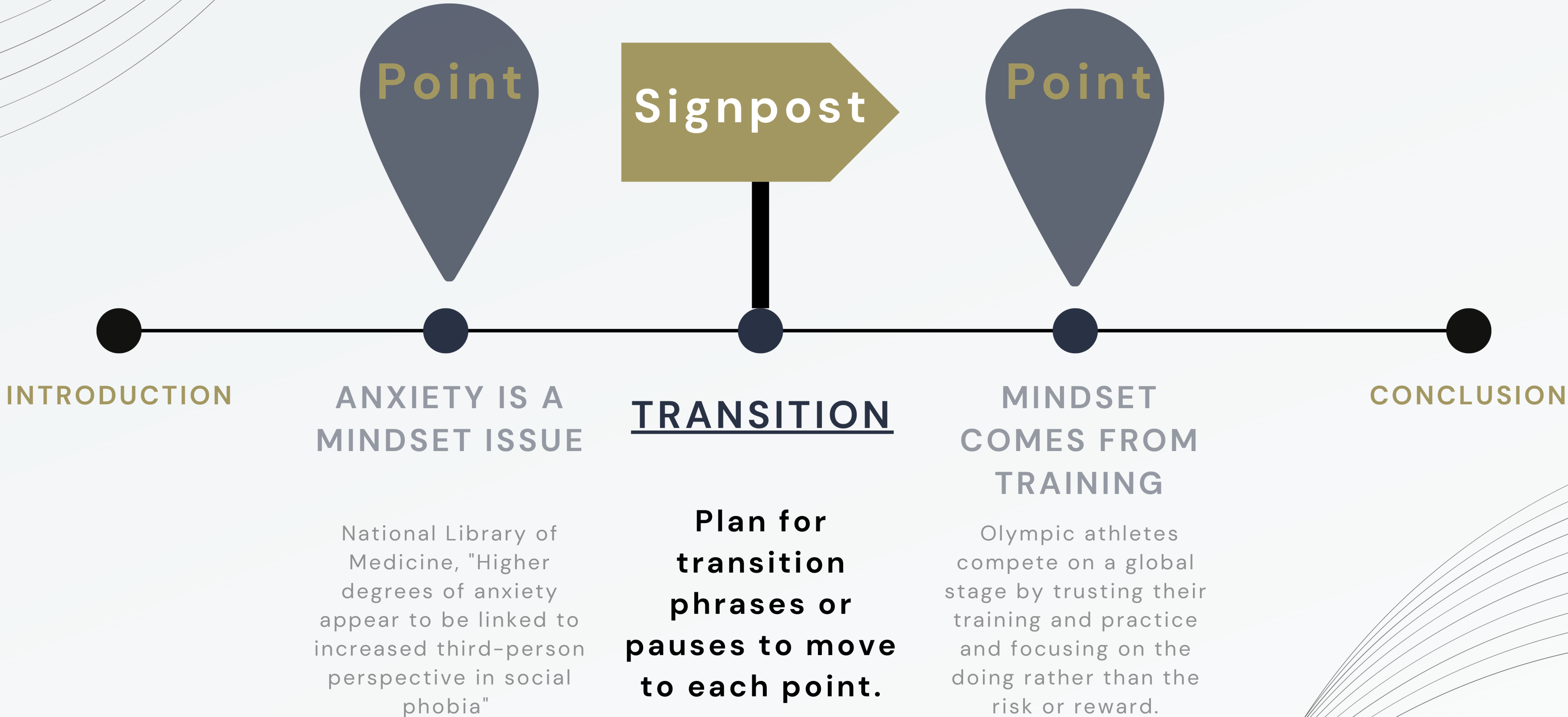
Olympic athletes
compete on a global
stage by trusting their
training and practice
and focusing on the
doing rather than the
risk or reward.

FOCUS ON
THE MESSAGE

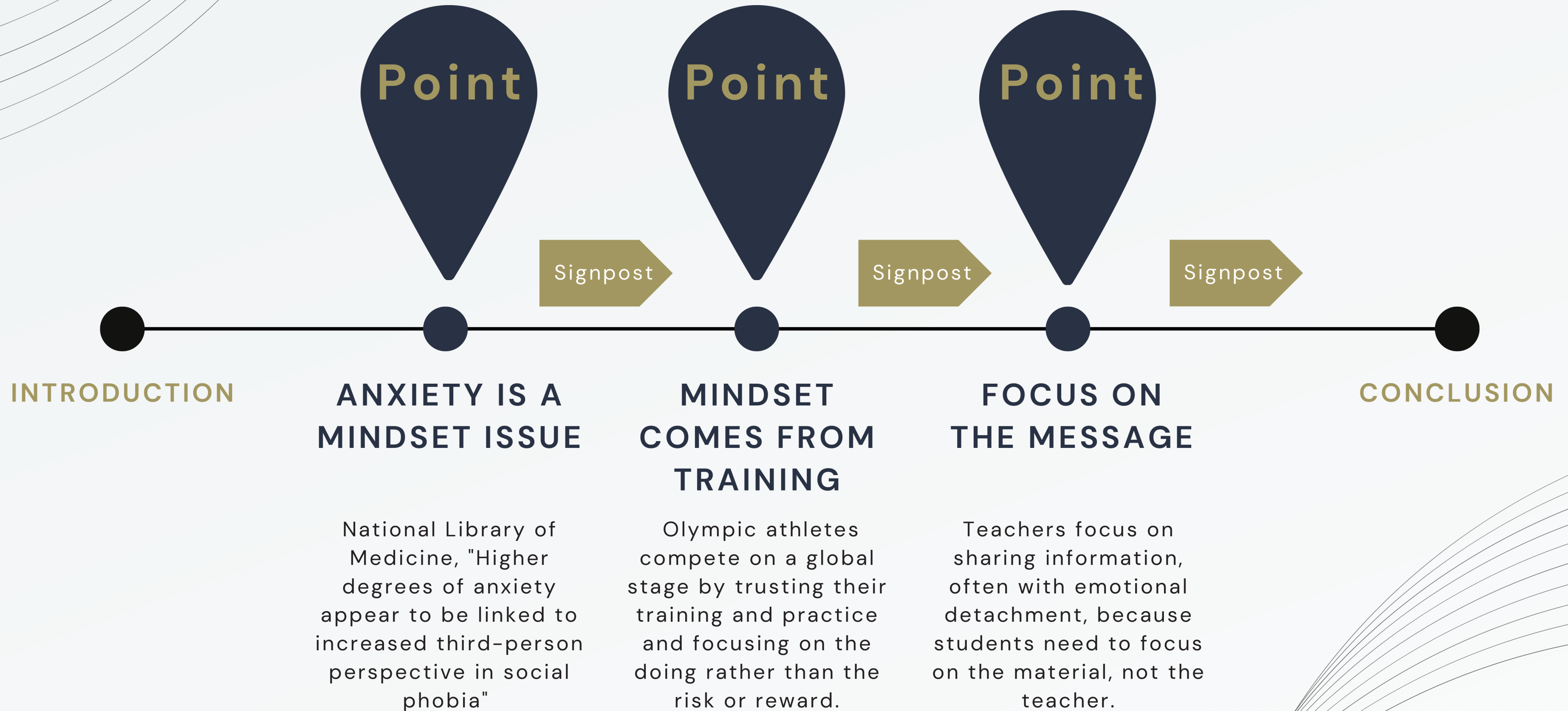
Teachers focus on
sharing information,
often with emotional
detachment, because
students need to focus
on the material, not the
teacher.

CONCLUSION

SIGNPOSTING: TRANSITIONS AND PAUSES



PUBLIC SPEAKING REQUIRES TECHNIQUE AND PRACTICE, NOT NATURAL ABILITY



THE KEY POINT OUTLINE

01

INTRODUCTION

State speech subject

02

POINT

Data and Signpost

03

POINT

Data and Signpost

04

POINT

Data and Signpost

05

REVIEW POINTS

Explain connection

06

CONCLUSION



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