TOASTMASTERS INTERNATIONAL

INSPIRE YOUR AUDIENCE

LEVEL 3 PROJECT

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TOASTMASTERS INTERNATIONAL

www.toastmasters.org

INTRODUCTION

Inspiring an audience is an important skill to develop. It takes a combination of expertise, self-confidence, and a clear message that can motivate an audience. To influence and inspire, your audience needs to understand why they should feel motivated. Then, they can learn how to take those first steps to change.

In this project, you will learn how to present a speech in an enthusiastic and inspiring fashion in order to establish a strong rapport with your audience.

YOUR ASSIGNMENT

Purpose: The purpose of this project is to practice writing and delivering a speech that inspires others.

Overview: Select a topic with the intent of inspiring your audience and prepare a 5- to 7-minute speech for your club.

Note: If you receive prior approval from the vice president education, you may speak to a non-Toastmasters group. If you speak to a non-Toastmasters group, remember to invite your evaluator.

For all assignment details and requirements, review the Project Checklist on page 11.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.

Video: Sign in to Base Camp to watch a video that supports this project.

Interactive Activity: Sign in to Base Camp to complete an interactive activity.

Resource: Sign in to Base Camp to view this resource online.

ASSESS YOUR SKILLS

Evaluate your current skill level by rating each statement.

Select the appropriate number based on your skills today:

5	4	3	2	1
EXEMPLARY	EXCEL	ACCOMPLISHED	EMERGING	DEVELOPING

Pre-Project	Statement	Post-Project
5 4 3 2 1	I am confident that I can identify the needs of an audience.	5 4 3 2 1
5 4 3 2 1	I am confident in my ability to move or inspire an audience.	5 4 3 2 1
5 4 3 2 1	I can engage an audience using language, style, and creativity.	5 4 3 2 1
5 4 3 2 1	I am comfortable building a rapport with an audience.	5 4 3 2 1
5 4 3 2 1	I recognize how this project applies to my life outside of Toastmasters.	5 4 3 2 1

COMPETENCIES

The following is a list of competencies that you will learn and practice in this project.

- Present a speech in an enthusiastic and inspiring fashion.

- Demonstrate an understanding of the value of gaining audience trust.

- Present a speech that inspires an audience to adopt a new perspective or goals.

- Design a speech with the potential to motivate audience members to improve themselves personally, emotionally, professionally, or spiritually.

- Use body language to maintain audience engagement.

WHY WE INSPIRE

Inspiring, vivid stories help us understand the world and our place in it. They help us connect to a person, group, or cause. By encouraging the best in others and focusing on their abilities and strengths, you can inspire growth and action in the people around you.

PURPOSE OF INSPIRATION

The purpose of an inspirational speech is to motivate audience members to improve themselves personally, emotionally, professionally, or spiritually. It can encourage listeners to reflect on their lives and see them in a new way. This type of speech relies more heavily on emotional appeal than on the logic found in other types of persuasive speeches.

INSPIRE WITH YOUR CONTENT

Inspiring content can be found in many areas, including your own life.

- Decide what you will share with an audience. For example, think of three events in your life that inspired you to make important changes, and choose one of them to write about.

- Include personal anecdotes to make your speech topic more immediate and relatable.

- Find inspirational content in common experiences that many people share.

- Be confident in your ability to inspire an audience. This confidence comes from your personal knowledge of the speech topic and knowing how your own history contributes to it.

CONNECT WITH YOUR AUDIENCE

Developing a strong relationship with the audience is a key element of inspirational speaking. People who feel a connection with you are more likely to be receptive to what you have to say. Share your enthusiasm to begin forming the connection and building audience trust.

POINT OF VIEW

Your audience may see things differently than you do. To create a message that inspires, it's important to understand your audience's point of view.

DEMOGRAPHICS

Research the demographics of your audience. Some examples of demographics are age, gender, cultural background, political or religious affiliation, ethnicity, ability, economic status, and employment status. Focus on the people in your audience and tailor your message to appeal to them.

GOALS

Consider why your audience is listening to your message. They may want to learn about new software, discover the basics of effective time management, or simply be entertained. Your message should answer a question, meet a need, or present information your audience will find of value.

RELEVANCE

Determine which elements of your message are most important to your audience. Taking the time to understand what audience members want to learn or accomplish will help you draw connections between your message and their issues of greatest concern. Once you make that connection, your speech is more likely to resonate with every audience member.

DIFFERENCES

Your choice of words, inflection, and body language all convey a message. Understanding audience members' point of view will help you adjust not only your message, but your delivery as well. When you make a connection that touches audience members on different levels, both intellectual and emotional, you are more likely to inspire and convince.

We tend to remember the moments when we felt emotion—either positive or negative. You have the opportunity to create positive emotional moments for your audience.

Another way to connect with an audience is to share your point of view in a way that is relevant to them. Share stories people can relate to by using humor, metaphors, and personal stories.

Focus on the talents and abilities of others. A strong connection with an audience is built when you remain modest, appreciative, and grateful for the opportunity to share your story.
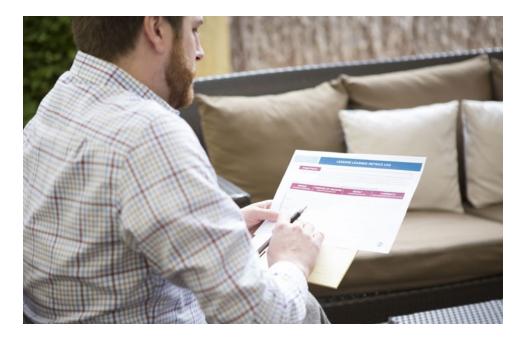
REVIEW AND APPLY

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- How can recognizing the needs of your audience help you inspire them?

- Why is audience trust important when you are trying to inspire?

- What part does body language play when you are working to inspire an audience?

COMPLETE YOUR ASSIGNMENT

Now that you have read through the project, plan and prepare your speech or report.

Review: Return to page 3 to review your assignment.

Organize: Use the Project Checklist on page 11 to review the steps and add your own. This will help you organize and prepare your assignment.

Schedule: Work with the vice president education to schedule your speech.

Prepare: Prepare for your evaluation. Review the evaluation resources on pages 12–14 and share all resources with your evaluator before your speech. You may choose to share your evaluation resources online.

Purpose: The purpose of this project is to practice writing and delivering a speech that inspires others.

Overview: Select a topic with the intent of inspiring your audience and prepare a 5- to 7-minute speech for your club.

This project includes:

- A 5- to 7-minute speech

Below are tasks you will need to complete for this project. Please remember, your project is unique to you. You may alter the following list to incorporate any other tasks necessary for your project.

☐ Select a topic for your inspiration speech. Remember to consider your audience and what would inspire them along with your own vision for the speech.

_____

_____

☐ Schedule your speech with the vice president education.

_____

_____

☐ Write your speech.

_____

_____

☐ Rehearse your speech.

_____

_____

☐ After you have completed all components of the assignment, including your speech, return to page 4 to rate your skills in the post-project section.

_____

_____

Member Name _____ Date _____

Evaluator _____ **Speech Length:** 5 – 7 minutes

Speech Title

Purpose Statements
- The purpose of this project is for the member to practice writing and delivering a speech that inspires others.
- The purpose of the speech is for the member to inspire the audience.

Notes for the Evaluator
- The member needs to present a speech that inspires the audience.
- The speech content should be engaging and the speaker entertaining or moving.
- The speaker should be aware of audience response and adapt the speech as needed.
- If the member appears to be talking "at" the audience instead of interacting with them, he or she is not fulfilling the goal of the speech.

General Comments
You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

5	4	3	2	1
EXEMPLARY	EXCELS	ACCOMPLISHED	EMERGING	DEVELOPING

Clarity: Spoken language is clear and is easily understood

5 4 3 2 1

Comment:

Vocal Variety: Uses tone, speed, and volume as tools

5 4 3 2 1

Comment:

Eye Contact: Effectively uses eye contact to engage audience

5 4 3 2 1

Comment:

Gestures: Uses physical gestures effectively

5 4 3 2 1

Comment:

Comfort Level: Appears comfortable with the audience

5 4 3 2 1

Comment:

Interest: Engages audience with interesting, well-constructed content

5 4 3 2 1

Comment:

Engagement: Connects well with audience

5 4 3 2 1

Comment:

Topic: Uses topic well to inspire audience

5 4 3 2 1

Comment:

EVALUATION CRITERIA
Inspire Your Audience

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

5 – Is an exemplary public speaker who is always understood

4 – Excels at communicating using the spoken word

3 – Spoken language is clear and is easily understood

2 – Spoken language is somewhat unclear or challenging to understand

1 – Spoken language is unclear or not easily understood

Vocal Variety

5 – Uses the tools of tone, speed, and volume to perfection

4 – Excels at using tone, speed, and volume as tools

3 – Uses tone, speed, and volume as tools

2 – Use of tone, speed, and volume requires further practice

1 – Ineffective use of tone, speed, and volume

Eye Contact

5 – Uses eye contact to convey emotion and elicit response

4 – Uses eye contact to gauge audience reaction and response

3 – Effectively uses eye contact to engage audience

2 – Eye contact with audience needs improvement

1 – Makes little or no eye contact with audience

Gestures

5 – Fully integrates physical gestures with content to deliver an exemplary speech

4 – Uses physical gestures as a tool to enhance speech

3 – Uses physical gestures effectively

2 – Uses somewhat distracting or limited gestures

1 – Uses very distracting gestures or no gestures

Comfort Level

5 – Appears completely self-assured with the audience

4 – Appears fully at ease with the audience

3 – Appears comfortable with the audience

2 – Appears uncomfortable with the audience

1 – Appears highly uncomfortable with the audience

Interest

5 – Fully engages audience with exemplary, well-constructed content

4 – Engages audience with highly compelling, well-constructed content

3 – Engages audience with interesting, well-constructed content

2 – Content is interesting but not well-constructed or is well-constructed but not interesting

1 – Content is neither interesting nor well-constructed

Engagement

5 – Audience connection is immediate, sustained, and overwhelmingly positive

4 – Audience connection is sustained and positive

3 – Connects well with audience

2 – Audience connection needs improvement

1 – Does not connect well with audience

Topic

5 – Topic is highly inspiring to audience

4 – Topic is an excellent choice for inspiring audience

3 – Uses topic well to inspire audience

2 – Topic is only vaguely inspiring to audience

1 – Topic is poorly selected to inspire audience