From city council to Congress leaders are called on frequently to give public remarks. From floor speeches, to conference presentations, keynote speeches, commencement ceremonies and political rallies -- leaders and public speakers must be mindful of their preparation, delivery and the various audiences that will hear and hear of their speeches.

**Effective Leaders and Public Speakers are:**

- Persuasive
- Focused on problems and solutions
- Upbeat
- Understandable
- Quotable

**Effective Leaders and Public Speakers Understand the Audience**

Questions to ask before drafting:
- Who are you speaking to? Demographics etc
- What do they need?
- Is there a theme?
- What characteristics make them unique?
- What shapes their attitudes -- friendly/ hostile

**Effective Leaders and Public Speakers Use Technique**

**Monroe’s Motivated Sequence**

1. Attention: Audiences are fickle, grab their attention.
2. Need (Problem): Show the need for change.
3. Satisfaction: (Solution): Provide a solution for change with vivid detail.
4. Visualization: Dry evidence won’t cut it, paint a picture.
5. Action: Urge the audience to act.
MOCK SPEECH: MMS

George Floyd should still be alive today. Breonna Taylor, Ahmaud Arbery should be alive — and so many more. The racist violence that killed George Floyd, Ahmaud Arbery and Breonna Taylor is not new in America.

We have to make real change in our country. We must reform how the law is enforced in America. We need to ask ourselves what we are doing proactively every day to dismantle systemic racism in our communities.

This tragedy tears us apart. My prayer is that this atrocity can lead to greater understanding and ultimately the grace we all need to ensure justice for all.

MOCK OUTLINE: MMS

Attention: George Floyd should still be alive today...
Need (Problem): The racist violence that killed George Floyd, Ahmaud Arbery and Breonna Taylor is not new in America...
Satisfaction: (Solution): We have to make real change in our country....
Visualization: We need to ask ourselves what we are doing proactively every day to dismantle systemic racism...
Action: This tragedy tears us apart. My prayer is that this atrocity can lead to greater understanding and ultimately the grace we all need to ensure justice for all.

Simone Lancaster Devices
1. Breathlessness: Short jagged sentences
2. Repetition: Litany that shows emotion, passion and conviction
3. Balance: ideas rational and not bonkers
4. Metaphor: Plant a seed of an idea
5. Exaggeration: Sweep people off their feet

MOCK SPEECH: Lancaster Devices
Flooding in London, Droughts in Africa. Fires in California. Yet still there are some people saying no such thing. Yet still people discredit science. Yet still business as usual.
Climate change is not a distant threat.
We can’t bury our heads in the sand.
This is the biggest threat facing humanity. If we don’t fight it, no on will. Never a better time.

MOCK OUTLINE: Lancaster Devices

Repetition: Yet still there are some people saying no such thing, yet still people discredit science, yet still business as usual

Balance: Climate change is not a distant threat

Metaphor: We can’t bury our heads in the sand.

Exaggeration: This is the biggest threat facing humanity. If we don’t fight it, no on will. Never a better time.

Effective Leaders and Public Speakers Tell Stories

Compelling stories and anecdotes are:

- Believable
- Personal
- Symbolic
- Illustrative

Effective Leaders and Public Speakers EDIT!

- One draft won’t cut it.

Effective Leaders and Public Speakers Practice

- Record yourself
- Time yourself
- Listen to yourself

Resources:

The Political Speechwriter's Companion: A Guide for Writers and Speakers 1st Edition
Winning Minds: Secrets From the Language of Leadership 1st ed. 2015 Edition