

Clear audience-focused purpose

- **Who do you aim to influence** and what changes in behaviour, feeling or thinking do you seek?
- **What specific impact** do you want to have on your audience?
- **To entertain / inform / educate...**
- **To inspire** your audience to take action.
- **Offer solutions** to a problem.
- **Offer a fresh insight / perspective / to...**

Speech construction

- **A more complex structure** than pure narrative.
- **Build the ending into the construction of the speech** – take off, fly and prepare to land.
- **Offer a guide to the speech** in your introduction – *I will cover...and will end with...*
- **Tell them** what you going to say, tell them and then tell them what you've told them.
- **The audience should anticipate your conclusion.**
- **Verbal signpost** – in conclusion..., finally..., to sum up... I leave you with the question...
- With experience, you can construct and deliver endings without needing a clichéd signpost.
- **Concise summary** - provide a stop sign so the audience are expecting your ending.
- **Reach a climax** by rapid succession of waves of rhythmic sound and vivid pictures.

Memorable ending – the sound bite which people will take away with them.

- Clear, decisive and delivered with passion.
- **Encapsulate** the audience-centred purpose of your speech.
- **Call to action** - 'It's up to you'
- **Selling point.**
- **Proposed solution** to a problem.
- **Humorous ending** (appropriate humour for the style of speech and for the audience).
- **Rhetorical question** to leave the audience thinking about your subject.
- **Relevant quote** – clear and concise, perhaps from someone the audience will respect.
- **Unusual statements** are remembered.
- **An extreme example.**
- **A twisted cliché. *Cool Britannia.***

Language

- **You may forget the words** but you remember how the speaker made you feel.
- **Exit strategy** – how do you want your audience to feel?
- **Appeal to the emotions of the audience:** hope and/or fear, pride and/or shame, passion and/or anger – emotions are more powerful than logic.
- Use evocative / emotive words, active verbs, positive phrases and personal examples.
- **Metaphors** can predispose your audience to particular emotions or opinions.
- **For impact**, metaphors must be original and appropriate for the speaker, audience and aim.
 - *'small band of patriots huddled by dying campfires on the shores of an icy river.'* Obama.
- **Rhymes** convey an illusion of simplicity.
- **Keep your final phrase** short and powerful or allow it to be long and grand.

Rhetoric

- **The rule of 3** gives the impression of completeness and finality.
- **Repetition for emphasis**
- **Repeat a single word 3 times**, 'Be sincere; be brief; be seated.' (Franklin D Roosevelt)
- **Repeat the initial word(s) of a sentence at the end.**
- **The beginning and end** are the positions of strongest emphasis in a sentence.
 - *'The golden rule is that there are no golden rules.'* George Bernard Shaw
- **Repeat a word (phrase) at the end of one sentence and the beginning of the next** to give the illusion of connectedness.
 - *'Fear leads to anger. Anger leads to hate. Hate leads to the dark side.'* (Star Wars).
- **Repeat a single word, but with a different meaning each time (pun).**
 - *"If you aren't fired with enthusiasm, you will be fired with enthusiasm."* —V Lombardi
- **Alliteration** implies a connection between the words. *The People's Princess.*
- **Repetition of initial consonant sounds** implies a connection between the words.
 - *Veni, Vedi, Vici* (Julius Caesar).
- **Phrase reversal.**
 - *'Let us never negotiate out of fear. But let us never fear to negotiate.'* (John F. Kennedy)

Delivery

- **Leave yourself plenty of time** to deliver your conclusion when the amber or red are illuminated.
- **Signal your ending** with a dramatic pause, voice modulation...
- **Last sentence** must be easy to deliver with passion and conviction.
- **Pay attention** to every detail of sound, rhythm and harmony.
- **Eye contact** will increase rapport with your audience – learn your last line by heart.
- **Reinforce your message** with appropriate body language.