

COMPETENT COMMUNICATION MANUAL

Project #10: **INSPIRE YOUR AUDIENCE**

Executive Summary:

An inspirational speech motivates an audience to improve personally, emotionally professionally or spiritually and relies heavily on emotional appeal. It brings the audience together in a mood of fellowship and shared desire, builds the audience's enthusiasm, then proposes a change or plan and appeals to the audience to adopt this change or plan. This speech will last longer than your previous talks, so make arrangements in advance with your Vice President Education for extra time.

Objectives:

- To inspire the audience by appealing to noble motives and challenging the audience to achieve a higher level of beliefs or achievement.
- Appeal to the audience's needs and emotions, using stories, anecdotes and quotes to add drama.
- Avoid using notes.
- Time: Eight to 10 minutes.

Note To The Evaluator:

The speaker is to inspire the audience to improve personally, emotionally, professionally or spiritually, relying heavily on emotional appeal. The speech should appeal to noble motives and challenge the audience to achieve a higher level of beliefs or achievement. The speaker is to use the skills learned in previous projects and not use notes. In addition to your verbal evaluation, please complete this evaluation form by checking the appropriate column for each item. Add comments for those items where special praise is warranted, or where you can offer specific suggestions for improvement.

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PROJECT 10 Evaluation Guide for "INSPIRE YOUR AUDIENCE"

Title: _____

Evaluator: _____ Date: _____

	Excellent	Satisfactory	Could Improve	Comments/ Suggestions
Was the speech topic relevant to the occasion selected?	_____	_____		
Did the speaker understand and express the feelings and needs of the audience?	_____	_____		
Was the speaker forceful, confident and positive?	_____	_____		
Did the speaker effectively use stories, anecdotes and/ or quotes to help convey his or her message?	_____	_____		
Did the speaker's words convey strong, vivid mental images?	_____	_____		
Did the speaker's use of body language enhance his or her message?	_____	_____		
Did the speech uplift the audience and motivate them as the speaker intended?	_____	_____		
What could the speaker have done differently to make the speech more effective?				

What did you like about the speech?