

# COMPETENT COMMUNICATION MANUAL

## Project #3: **GET TO THE POINT**

### **Executive Summary:**

Every speech must have a general and a specific purpose. A general purpose is to inform, to persuade, to entertain or to inspire. A specific purpose is what you want the audience to do after listening to your speech. Once you have established your general and specific purposes, you'll find it easy to organize your speech. You'll also have more confidence, which makes you more convincing, enthusiastic and sincere. Of course, the better organized the speech is, the more likely it is to achieve your purpose.

### **Objectives:**

- Select a speech topic and determine its general and specific purposes.
- Organize the speech in a manner that best achieves those purposes.
- Ensure the beginning; body and conclusion reinforce the purposes.
- Project sincerity and conviction and control any nervousness you may feel.
- Strive not to use notes.
- Time: Five to seven minutes.

### **Note To The Evaluator:**

The speaker is to prepare a speech that has a clear general purpose (to inform, persuade, entertain or inspire) and a specific purpose. The speech is to be organized in a manner that best achieves these purposes. The beginning, body and conclusion should all tie into and reinforce the purposes. The speaker is to project sincerity and conviction and strive not to use notes. Any nervousness displayed should be minimal. In addition to your verbal evaluation, please complete the evaluation form below by rating the speech in each category.

5 = Excellent

4 = Above average for the speaker's experience level

3 = Satisfactory

2 = Could improve

1 = Needs attention

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## PROJECT 3 Evaluation Guide for "GET TO THE POINT"

Title: \_\_\_\_\_

Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

CATEGORY	RATING					COMMENTS/ SUGGESTIONS
The general purpose of the speech was clear	5	4	3	2	1	
The specific purpose of the speech was clear	5	4	3	2	1	
The speech organization supported the speech's specific purpose.	5	4	3	2	1	
The main points and supporting material contributed to the speech's specific purpose.	5	4	3	2	1	
The beginning, body and conclusion reinforced the specific purpose.	5	4	3	2	1	
The speaker achieved the specific purpose.	5	4	3	2	1	
The speaker appeared confident and sincere, with minimal nervousness.	5	4	3	2	1	
The speaker did not rely on notes throughout the speech.	5	4	3	2	1	

What could the speaker have done differently to make the speech more effective?

What did you like about the presentation?