



The Speech Clinic®



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Three simple steps to remember your speech

1. Compose a story you can “see” and link it to your speech outline.

Assume that you have composed an ice breaker (speech about yourself). You know the contents but you wish to remember the outline in a certain sequence and worry about breaking that sequence or leaving something out. What to do? Well, the solution is to create a linking story. That story should be “visible” and entail pictures which remind you of the content of your speech.

2. Make the story as crazy and odd as possible.

The more illogic or odd the story is, the easier it will be to remember. It's not the ordinary you remember but the extraordinary. Therefore, along with your speech, you link an extraordinary story which brings you pictures for every single sequence of your speech in the correct order.

Example: A gravel path leads up to a large iron gate with a nameplate (your name). Beyond the gate you can see a house (about your housing), in which you can see big and small people (about your family). The house has a chimney out of which a hand sticks out wearing a worker's glove (about your profession). The hand holds an airplane (about your travelling). On the wing is tied a tennis racket (about your sporting activities) and on its shaft is a lit green bulb (what you burn for).

3. Learn the story by heart in conjunction with your speech.

You will find that extraordinary stories which you can visualize are easy to remember and learn by heart. Speeches, on the other hand, are more difficult to remember. The combination is therefore ideal. Learn the linking story by heart and you will know your speech by heart!

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