



The Speech Clinic®



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A favourite 5-step speech model

1. Pick any dramatic event in the body of the speech and put it up front before anything else!

Example: You are telling the story when you came into a hurricane during a sailing tour. Open up by smashing an air filled paper bag –“BANG! The mast broke and slammed down on deck, waves 5 meters high knocked us and the boat over. We were thrown over board but managed to hold on to the boat

2. Tell the background story that led to that event

....“It had been a wonderful sunny morning when we left with a perfect light breeze which would give us a smooth free wind. It was so good that a weather change seemed out of the question. But towards the afternoon it became overcast and the wind rapidly got ever higher. Before we knew it, it was pouring with rain in gale of wind and it kept worsening. Then it happened – BANG! Repeat the event from the opening and expand a bit!

3. Tell the results or consequences caused by the event

... There we were, in the wild water, desperately holding on to the boat for hours. We had life jackets but of course we were seized with despair by the thought that we may not be discovered. We were close to panic and totally exhausted when we heard a foghorn from a distance. It turned out to be a coast guard ship that came to rescue after an alarm call from

4. Tell the advantages or disadvantages of the results or consequences

....We had exposed us to mortal danger by being careless and ignorant. We got a completely new attitude towards the Coast Guard. When you have been rescued and taken care of by people you see them as heroes. We understand today the great work they do.

5. Finish with a recommendation or warning

.... I have so often met sailors who have taken the weather for granted and who are careless with life jackets and lifelines. After my experience I wish to strongly recommend that you never leave without having checked the weather report and that you always make sure to bring a mobile telephone, life jackets, and lifelines on board. It CAN save your life!

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