

From Topic to Speech:

A Workshop on Crafting Your Next Speech



District 96

Public Speaking Curriculum

Module 2 Openings and Closings

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*Bookends:
Opening and closing your speech*



Opening and Closing

This module will help you:

- Describe impactful speech openings and closings
- Write 1-2 possible openings and closings for your speech



Are these speech openings impactful?

Hi, I'm Scott and
today I'm here to
talk to you about...

Madam Toastmaster,
fellow Toastmasters
and welcome guests

I'm really sorry...
I just threw this speech
together last night

Can you hear
me okay at the
back there?

Are these speech openings impactful?

Hi, I'm Scott and
today I'm here to
talk to you about...



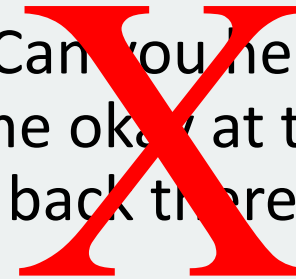
Madam Toastmaster,
fellow Toastmasters
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I'm really sorry...
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Can you hear
me okay at the
back there?



Capture the audience's attention

- Do it immediately
- Show confidence—know it cold
- Clearly link it to your purpose
- Combine words, voice, actions, images or props
- Bring out who you are (be vulnerable)

Invite engagement with your opening

- Recite a famous or witty quote
- Open with a question
- Make a bold statement (maybe refer to an authority)
- Invite the audience to imagine
- Tell a compelling (YOUR) story

...and humour is always effective

Activity: Let's see some speech openings

Purpose	On your Module 2 worksheet, record thoughts on the video speech openings and the techniques used. Then consider how you could create a strong opening for your speech.
Process	<p>In question 2.1, consider the following questions for the openings in the videos:</p> <ol style="list-style-type: none">1. What technique(s) did the speaker use?2. Were you engaged? What was the impact? What made it effective? <p>Turning to your speech, in question 2.2, write a couple of ideas that might make your speech opening effective?</p>
Product	You will have a couple of ideas to open your speech.
Post-activity debrief	Each group will present the techniques used in the sample speech opening and what was effective.

Are these speech closings memorable?

The red light is on so
I'll stop here before I
get clapped off

Thanks for
listening to my
speech today

That's all I can
think of to say on
the topic today

Does anyone
have any
questions?

Are these speech closings memorable?

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Does anyone
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Close with a memorable message

- Relate directly to your purpose, restate it
- Leave the audience with an emotion
- Pause, let people absorb it
- Consider a direct call to action (persuasive speeches)
- Recap key points (informative speeches)

...most impactful opening techniques work here, too

Treat the opening and closing as a pair

If you open with...	Consider closing with...

Activity: Consider your speech closing

Purpose	On your Module 2 worksheet, consider the message you want your audience to take away. Consider your speech opening ideas and look for a nice pairing to close with. Review the techniques you learned, but don't restrict yourself.
Process	In questions 2.3 and 2.4, focus on your speech closing: <ol style="list-style-type: none">1. Remind yourself what message you would like the audience to take away,2. Write some ideas for effective closings, based on your opening.
Product	Each participant will have ideas for a speech closing that relates to their purpose and pairs with their opening
Post-activity debrief	One person from each group will share their speech opening and closing with the room.

Opening and Closing

Reflect on how *you* can...

- Describe impactful speech openings and closings
- Write 1-2 possible openings and closings for your speech

...please share one takeaway in the chat



What questions are you sitting on?



