



Spark To Speech - DAY 1

SPEAKER FOCUS

Day 1 is all about creating a bird's eye view of your topic and about finding your speaker focus.

We will cover:



What's Your Spark?



Brain Storming



Broad Research Phase



Find Your Focus



1) What's Your Spark?

A speech starts with the tiniest of sparks. An idea you had in the shower, an inner motivation you had when you saw someone else speak, a topic that just won't leave your mind and is waiting for you to be shared with the world.

Whatever might be the idea for your speech, I want you to write down the broad topic that you want to speak about below or on a separate sheet of paper, if you don't want to print out this workbook.





2) Brain Storming

The foundation of any powerful speech is knowledge.

You need to know more about a certain topic than your audience does. After all, no one wants to hear the words "Thanks for listening" and feel like they have just wasted a bit of our most valuable resource - TIME.

So let's start with some brain storming around the topic you have just written down on the last page. This is to see what you already know about your topic. (Write your initial ideas in the white space below or on a separate sheet of paper).



3) Broad Research Phase

Establish a bird's eye view of your topic.

The intention of this step is to establish a broad understanding of the knowledge that's already shared around your topic.

In this step don't expect to know exactly what you will share in your speech. Take the position of Sherlock Holmes who has just arrived at the crime scene and needs to get a better understanding of what has happened.

1) Start by typing your topic into the search bars that unite the world:

www.google.com

www.youtube.com

www.facebook.com

2) Open the first 10 links/videos/groups that come up and see what people share / discuss / write.

NOTE: Don't jump to any conclusions yet! Remember, this phase is just to get a good understanding of what's already out there.



4) Find Your Focus

Talking about everything is talking about nothing.

Too many speakers try to cover too much in too little time. It's like reading 100 pages of an encyclopedia and trying to recall the newly found knowledge at the end.

In this step we will work on segmenting your broad topic idea into smaller sub-categories. I want you to try and think about how you could break down your topic idea and write down the sub-categories that come up in your mind on the lines below or on a separate piece of paper.



CONGRATULATIONS!

YOU HAVE COMPLETED DAY 1

I hope you enjoyed day one of the Spark to Speech Challenge.

By now you should have found a general topic that you want to talk about, generated a bird's eye view of what you already know about the topic, got a good understanding of what's shared around the topic on the Internet and thought about the sub-categories of your topic.



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