



ASC Speech Construction Guidance

Structure	Content	Advice
Purpose	How do you want your audience to change because of your presentation?	Be as specific as you can possibly be in answering this question.
Title	Can be descriptive, challenging, curiosity building, questioning... really anything!	Whether announced by a host or on a presentation screen the title should create a desire to learn more from the speaker.
Introduction	1. Arresting opening 2. Indication of purpose 3. Outline of argument	Just enough information and justification of why you are taking up their time to get them onside... then get into your speech!
Thesis	Three main points each with their own introduction, thesis and conclusion. Make the sentences at the start and end of each point different in style and delivery to signpost progression.	A thesis structured like this provides waypoints for your audience as you take them on the journey. It also reminds them that you are arriving at a destination = purpose!
Conclusion	1. Summary of argument 2. Draw out a learning point or introduce maximum of one new point related to your core argument 3. End on a prepared sentence	Brevity is clarity! No one has ever said – “I wish that speech could have gone on a bit longer!” Edit as much as you can to distil your desired audience “take-aways” delivered at a time when they will be highly attentive.