

# Communication Workshop

## Superintendent's Leadership Academy

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### My Purpose:

*Are you effective at influencing change in your state government?* My purpose is to review basic public speaking skills that will prepare you to persuade a legislator to your viewpoint by 1. Speech organization and 2. Speech delivery.

#### I. Organization

##### A. Introduction

1. Beginning / ending tie (I am encouraging you to vote in favor of bill 123)
2. One, two, or three main points only
3. Clearly state purpose (My purpose is to 1. show how this bill will benefit the students of Duval County and 2. explain how it save tax payers money)

##### B. Body

1. Points should be the same size
2. One fact per minute
3. Use personal experiences or examples (use samples that people can relate to).

##### C. Conclusion

1. Summarize points covered in speech
2. Summarize the purpose of speech
3. Beginning / ending tie (For these reasons I am encouraging you to vote in favor of bill 123)

#### II. Delivery

##### A. Voice variations

1. **Loud** soft
2. Fast **Slow**
3. High **low**

##### B. Body language

1. Smile, Smile, Smile
2. Use proper hand gestures (must have a purpose for movement, do not cross arms)
3. Do not over use feet movement (must have a purpose for movement, example idea change)

##### C. Answering questions

1. If you do not know the answer say "I do not know, but" refer to an answer.
2. Try to organize answer in one, two or three ideas (points).
3. Make person asking the question feel good.
  - A. That's a good question.
  - B. I am glad you asked that.
  - C. I have been asked that question before.

### My Conclusion:

I hope by teaching you the value of organizing a speech with a tightly written; introduction, body, and conclusion, you will be able to convince a legislator that your idea is a good one, By utilizing effective voice variation and by being aware that your body language you can effectively persuade a state legislator. *Are you effective at influencing change in your state government?*