

# Got 5 Minutes? Write a Speech!

## How to Write a Speech in 5 Minutes\*

### Step 1: AUDIENCE TIE-IN (1 min)

- Why you? :
  - Event-related (theme?)
  - Recent events
  - Lessons learned
  - One of your passions or values
  - Expertise
  - An analogy
- Why this audience? (pain point)
- What outcome? (think, feel, do)
- Pick a tie-in and write out your main idea

### Step 2: BRAINSTORM (1 min)

#### Stories/experiences & framework

The story framework may not work in all situations, so consider other frameworks, such as:

- Problem-cause-solution
- First-second-third . . .
- Then . . . now . . . tomorrow.
- Location 1 . . . Location 2 . . . Location 3

### Step 3: KEY POINTS (1 min)

Develop 1- 3 points and key supports. Each point should include at least one support: a story, an example, and relevant statistics. Write your points and supports in bullet format in the middle of your page, leaving room for an introduction and conclusion.

**Step 4: CONCLUSION (1 min)** Your conclusion is what people will remember most. You should call back your key points and end with a call to action or an inspirational thought. Don't add any new points to your conclusion.

### Step 5: INTRODUCTION (1 min)

Jot down an idea for an attention-getting opening: a question, a story, a startling statistic, or a quote.

\*ChatGPT can help!

## 1. Audience Tie-In Why?

Main idea:

## 2. Stories/ideas/framework

## 5. Intro

## 3. Key points

## 4. Conclusion