

Applied Speaking

What are we trying to achieve when we deliver a speech?

- Inform the audience of our thoughts and opinions?
- Persuade the audience that our idea is correct?
- Entertain the audience with wit, humour and irony?
- Perhaps even pay tribute to one of our heroes explaining to the audience why they are worthy of recognition?

It is all of these changes and more. Every time we speak we should be looking to change our audience in some way. We have a process that can facilitate this learning in all ASC clubs – Applied Speaking.

What does it look like?

It is an approach that complements our traditional offer but focuses the speaker on achieving change rather than satisfying technical criteria:

1. Speaker chooses a broad purpose – Inform, Persuade, Entertain or Pay Tribute
2. Speaker defines specified objective – Example: *The audience will be convinced that karate is the greatest of all the martial arts.*
3. The audience is informed of the above and the speaker delivers their speech with the option of taking questions at the end and or being evaluated against a traditional assignment.
4. The speaker turns away and the audience decide by show of hands if the speaker has achieved their specified objective. If a traditional assignment was also being attempted then an evaluator will decide if they have successfully completed the assignment.

Why bother?

There are several reasons why every club should be offering Applied Speaking to their members:

- Applied Speaking offers the opportunity to practice achieving change every time we speak.
- This process is attractive to young professionals and business people who may need immediate support with their communication skills.
- Audiences may be more attentive since they will have a decision to make at the end of the speech!
- Evaluations can be improved because they will have more information available to them earlier (purpose, objective, audience decision).
- Experienced members have a fresh challenge and after 6 successes you are

awarded the Certificate in Applied Public Speaking.

- The level of difficulty is set between the speaker and the audience.

Whether new or experienced you are all urged to look again at Applied speaking. It is a powerful, innovative tool for bridging the gap between speaking inside and outside a club. We exist to increase people's skills, confidence and understanding of public speaking. We also exist to develop speakers who can change their audience through the transformative power of the spoken word.