

Organizing Speeches for Maximum Retention



DEVELOP. EMPOWER. RETAIN.

The Science Behind Organizing Speeches

- Primacy/ Recency: The way you begin and the way you end is how people remember the entire event.
- 3T's: Tell them what you're going to tell them, tell them, tell them what you told them.
- Organizing will maximize retention.

Start With Your Audience

- Know your demographics (age, role, experience, culture).
- Understand psychographics (values, motivations, pain points).
- Balance Ethos (credibility), Pathos (emotion), and Logos (logic).

Build the Body First

- Collect more content than you need.
- Cut ruthlessly.
- Limit yourself to 2–4 main points.
- Sequence ideas so each builds naturally on the previous one.

Make It Easy to Follow

- Use transitions between every major point. “Now I’ve told you about X, let’s move on to Z”
- Summarize the previous point.
- Preview what's next.
- Bridge the connection.

4. Choose the Right Structure

Chronological • Problem/Solution • Cause/Effect • Spatial • Storytelling • Importance

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Nail the Introduction

- Grab attention immediately. (Story, Quote Stat, 3 Questions rapid fire)
- Establish credibility.
- Answer 'What's in it for me?' What value will they get from you today?
- Preview your 2–4 main points.
- Transition confidently into the body. “Let’s get started”

Finish Strong

- Restate your key points.
- Give a clear call to action.
- End with one memorable final line.

Handle Questions Professionally

- Affirm the question asker
- If you don't know, say so honestly.
- Explain why you don't know it “I never ran across it in research, that’s not my area, etc”
- Follow up in a timely manner.

Presentation Checklist

- ☐ I know my audience.
- ☐ I have only 2–4 main points.
- ☐ My structure fits my topic.
- ☐ My opening earns attention in 60 seconds.
- ☐ My transitions are clear.
- ☐ My conclusion includes a call to action.
- ☐ My final line is memorable.