

Leaders Speak to Change the Behavior of Others

California Community College Student Affairs Association
SAIL: Students for Advocacy, Innovation, and Leadership
San Jose, CA -- October 24, 2015

Lorenzo R. Cuesta
Distinguished Toastmaster and Professional Parliamentarian
parliam@roberts-rules.com



Positive Impact



Delivery and Projection

- Have a student stand at the rear of the room and another stand at the front of the room.
- All must face the front of the room.
- Ask the student at the back of the room to give his name, his college, and his mayor.
- Ask the student at the front of the room to repeat what the first student said.
- Focus on delivery and projection, not on yelling or raised pitch.



The Three Cs of Delivery

- Focus on
 - **Confidence,**
 - **Conviction,**
 - **Clarity.**
- Have a student read one of the next 3 cards (the next 3 slides).
- Ask another student to comment on the student's use of the 3 Cs.



Card for the 3 Cs of Delivery

“You hold this boy's future in your hands, committee. It's a valuable future. Believe me. Don't destroy it! Protect it. Embrace it. It's gonna make ya proud one day -- I promise you.”



Card for the 3 Cs of Delivery

“The only verdict is vengeance; a vendetta, held as a votive, not in vain, for the value and veracity of such shall one day vindicate the vigilant and the virtuous.”



Card for the 3 Cs of Delivery

*“Say you'll share with me one love,
one lifetime. Let me lead you from
your solitude... Say you need me
with you here, beside you .
Anywhere you go, let me go too.
Christine, that's all I ask of you.”*



Physical Communication

- Have a student tell the group about his/her hometown.
- Watch for the use of ...
 - *Body Language,*
 - *Hands,*
 - *Facial Expressions,*
 - *Eye Contact,*
 - *Vocal Variety*
 - *Speech Rate,*
 - *Speech Pitch,*
 - *Productive Pauses,*
 - *Articulation.*



Negative Impact



Weasel and Empty Words

Have a student select a topic from the list of topics on the next slide. Have the student give 5 sentences expressing his/her opinion on the topic. Beware of ...

- *Ah, Um, Er, Uh,*
- *I believe, I think, I suppose,*
- *Maybe, Perhaps, I guess, I don't know,*
- *Okay, You know, I mean, See, Right.*
- *Whatever, Kinda, Sorta,*
- *Cool,*
- *Like.*



Opinion (Give 5 Sentences - 1 Topic)

Global Warming

Free Community College Education

Gun Control

Minimum Wages

Bernie Sanders

Glass Ceiling

Lady Gaga

(Any Other Topic of Your Choice)



Structure your Speech



Five Parts of a Speech

This is the creation sequence:

1. **First:** You must start with the end in mind – the message, the purpose, the objective.
2. **And Then:** Support it with anecdotal material.
3. **Finally:** Create a compelling opening.
4. **Afterwards:** Give it a catchy, but not a cliché title.
5. **Also:** Write how you want to be introduced.



An Impactful Speech

- Have one student recommend a topic.
- Have another recommend - for or against.
- Have another student create a memorable, and purposeful closure as an ending to the speech.
- Have another student create a compelling, engaging, and attention-getting introduction to the speech.



REBUTTAL? REFUTATION?

