

# Leaders Speak to Change the Behavior of Others

Sacramento City College - January 23, 2016



*Whether in a meeting, or a classroom, or with your peers, everything you say either works for or against your reason to speak. Speech is never neutral.*

## I. Positive Impact

- Test for Listening, Delivery, and Projection
- Focus on the Three Cs of Delivery
  - Confidence,
  - Conviction,
  - Clarity.
- Have a student read one of the next 3 cards.
- Ask another student to comment on the student's use of the 3 Cs.

1. *"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."*



2. *"There is no better than adversity. Every defeat, every heartbreak, every loss, contains its own seed, its own lesson on how to improve your performance the next time."*



3. *“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.*

## **II. Negative Impact**

- Empty Weasel Words - Have a student select a topic from the list of topics below. 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 List (Give 5 Sentences – Choose 1 Topic)

Global Warming

Free Community College Education

Gun Control

Minimum Wages

Bernie Sanders

Glass Ceiling

Lady Gaga

(Any Other Topic of Your Choice)

### **III. Structure of 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.

### **IV. Rebuttal? Refutation?**

