PREPARE YOUR SPEECH STEP-BY-STEP

1. Transmit something valuable
Base your speech on a subject that you are passionate about and give value to your audience.

2. Organise the information
Structure the speech in a simple way so that it’s easy to follow.

3. Start with a hook
Make the most of the first lines to grab the listener’s attention and inspire them.

4. Keep an eye on the time
Fit the speech into about 10 minutes and never exceed 15 or 20 minutes.

5. Employ visual resources
Use slides with images, graphics or data as a complement to maintain interest.

6. Rehearse it aloud
Practice until you have completely mastered the content as well as your body language and the silences.

Source: Chris Anderson, president of TED.