

Patricia Fripp's How to Design and Deliver a Dynamic Keynote Speech
WomenSpeakers.com

The Three Critical Aspects of Every Dynamic Keynote Speech:

- Structure...Content...Delivery

We Need to Connect:

- Emotional...Intellectual
- Eye contact...I-You Ratio...Stories
- We speak to be Remembered and Repeated

Premise:

The most important one sentence in preparing your speech is your Premise. Does it lead to “How?” or “Why?” or both?

- *A proposition supposed or proved, a basis of argument.*
- *A proposition stated or assumed as leading to a conclusion.*

Fripp's Options of Openings:

The purpose of any opening is to get the audience's attention. Openings and Closings are critical for riveting the audience.

- Original and interesting *Story*.
- Powerful quotation...not overused.
- Question...rhetorical...“If I were to ask you...”
- Interesting statistic/A little-known fact.
- Tie to theme of meeting or event.
- So what...Me too!
- Recommendation first...great with executive presentations.
- Transport the audience to a different place or time...“Imagine...”

Two ways you must **NOT** start your speech...a Joke...the Waffle!

Fripp's Formulas for Story Success:

- Situation...Solution...Success.
- Character...Dialogue...Dramatic lesson learned.
- Tell the story of the war through the eyes of one soldier.

Closing Your Business Presentation on a High:

- Last words linger.
- Finish the “end of the story.”
- Circle with the opening.
- A challenge.
- A call for action.

Your Sound Bite Statements:

What are your key ideas and thoughts that you want remembered?

Patricia Fripp’s Sure-Fire Strategy to be a Hit:

- *Schmooze* and *like* factors.
- Clarify expectations.
- The power of *Customization*.
- Find a connection, know your audience.
- Quote the audience members.
- Interview target audience in advance.

Fripp’s Practice & Delivery Strategies:

- The “illusion” of the first time.
- Know your content so well you can forget it.
- Build rehearsal into everyday life.
- Practice conversationally...your best content rarely gets into your speech.
It is how you entertain your friends around the dinner table.
- Get on the treadmill or go for a walk.

Delivery

- Stand still at the beginning.
- Move with purpose...on transition...on a movement-specific phrase.
- Speak in phrases.
- Think of the punctuation and pause accordingly.
- Pause, Breathe, Smile.

Fripp's Final Thoughts:

- Reading a presentation will always choke sincerity, conviction and credibility.
- Effective speaking skills show your authority and knowledge.
- The written word is for the *eye*, the spoke word is for the *rhythm*.
- You may have natural talent...however, you maximize it by understanding the craft. *Talent* and *technique* are an unbeatable combination.
- Everything the audience sees, hears and feels must align with the intent of your message.
- You do not start with a masterpiece...you start with an idea and edit and wordsmith it into your masterpiece.
- The enemy of the presenter is sameness.
- Your audience will forgive you anything...except being boring!

“Rehearsal is the work, performance is the relaxation,” Michael Caine
“The art is hiding the art,” Laurence Olivier

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