

My 5 Ingredient Recipe for a Great Speech

Not all speakers are good leaders, but generally speaking, all leaders need to be good speakers. The message you present is a reflection of your leadership. And good speakers need a great speech. So let's start there.

- 1. The Real You.** People want to feel a connection to you. Share a heartwarming, funny, or surprising personal story that ties right into the first point of your speech.
- 2. Salient Points.** There are many things you could share, but don't! Think about the most important ministry goals God is focusing on. If there are five, narrow it to three. Two is even better. Less is more.
- 3. Powerful Stories.** For each point, select at least one story that illustrates how God is changing lives. Show the story, rather than just telling it. Instead of saying, "The client was really upset," say, "The client was wringing her hands."
- 4. Something for Them.** As much as people are inspired to hear what God's doing in our ministries, they're also interested in, "What's in it for me?" If your ministry is learning to closely follow in the Lord's footsteps, share how can your listeners practice that in their own lives.
- 5. Challenging Close.** A strong finish is as important as a strong opening. Give a few strategic ways to engage with your ministry, summarize your main point succinctly and keep your "call to action" short. For example, "So as God's teaching our ministry to walk in love and recklessly love others, let's all look for opportunities this week to lavish God's love on the people in our lives."

Blend these ingredients together, along with a heavy dollop of prayer, and you have the makings of a great speech. Leadership and public speaking go hand-in-hand. Giving speeches that are genuine, compelling, and concise will serve both your audience and your ministry well.

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