Communication Studies 103: Presentational Speaking in the Organization

Speech to Inspire: Assignment Specifics

Purpose: Your third formal presentation this semester is your opportunity to demonstrate your comprehension of all of the material covered in class this semester. All material that was relevant to earlier assignments applies here, too, but additional focus will be placed on the following concepts:
1. The importance of a professional, clear, and effective presentation aid
2. The importance of nonverbal communication
3. The importance of logic and proof

Content: As defined by Witt and Featherling in your anthology, those who give a Speech to Influence aim to “make audiences want to act” (Foss-Snowden, 2009, p. 117). Using traditional presentational speaking parlance, you can think of the Speech to Inspire as a Speech to Persuade with a strong Ceremonial flavor. This presentation should have a clear call-to-action, and you should use every technique and trick you’ve learned this semester to inspire your audience to ACTUALLY DO what you have asked them to do.

Using Mary Kay Ash and the construction of her wildly successful Mary Kay Cosmetics as an example (described in the anthology), we can see that a Speech to Inspire is not built around telling audiences what to do or what to feel; rather, Witt and Featherling argue that the Speech to Inspire is about giving those in your audience “hope that by acting they can better their lives and the world around them” (Foss-Snowden, 2009, p. 120). How did Ash convince people to want to become her “beauty consultants”? She got them to believe in the product, sure, but getting them to believe in the product is the territory of the Speech to Influence. Getting them to BUY the product and JOIN the team is the realm of the Speech to Inspire. She didn’t just show them a good product and a compelling benefit package; she stirred them up by targeting their heads, hearts, and imaginations.

Did you use your Speech to Influence to “set up” your Speech to Inspire? Great! You told them about Product X, and the unique organizational structure you created, and how your company will revolutionize the business landscape, and now it’s time to bring them all on board. How do they take the next step? They are interested! Seal the deal!

Outline: You will be required to submit only one outline for this presentation. It should show that you understood and applied the suggestions your GA made on your previous outline.

Evaluation: As described above, this presentation should reflect your understanding of the material covered this far in the course. You are expected to create a professional, clear, and helpful presentation aid, and you are expected to use it well. You should be able to use nonverbal communication in a way that adds to the power of your message, and we should be impressed by the ethical and flawless nature of the logic in your argument. Additionally, we are looking for you to incorporate at least five different quality sources of information, cited properly.

Important: You ARE required to use a Presentation Aid (PA) for this presentation, but audio/visual aids (such as PowerPoint or film/video clips) are still not allowed.
This presentation should be 6 – 8 minutes in length. Please plan and practice accordingly; don’t give your GA a reason to have to stop you mid-sentence. You will lose points if your speech is significantly short of the five minute mark, or if you go well over the seven minute mark.

Finally, if you feel confused or unsure about any part of this assignment, PLEASE feel free to ask your GA (or drop Dr. F an email, or come by office hours) to get clarification. It makes little sense to avoid the help being offered.