

Planning a Public Speaking Initiative: **Overview and Outcomes**



- Not a one-off workshop: a multi-week programme with repeated practice, coaching and measurement



- Around five trainable core skills: preparation, structure, delivery and voice, anxiety, engagement



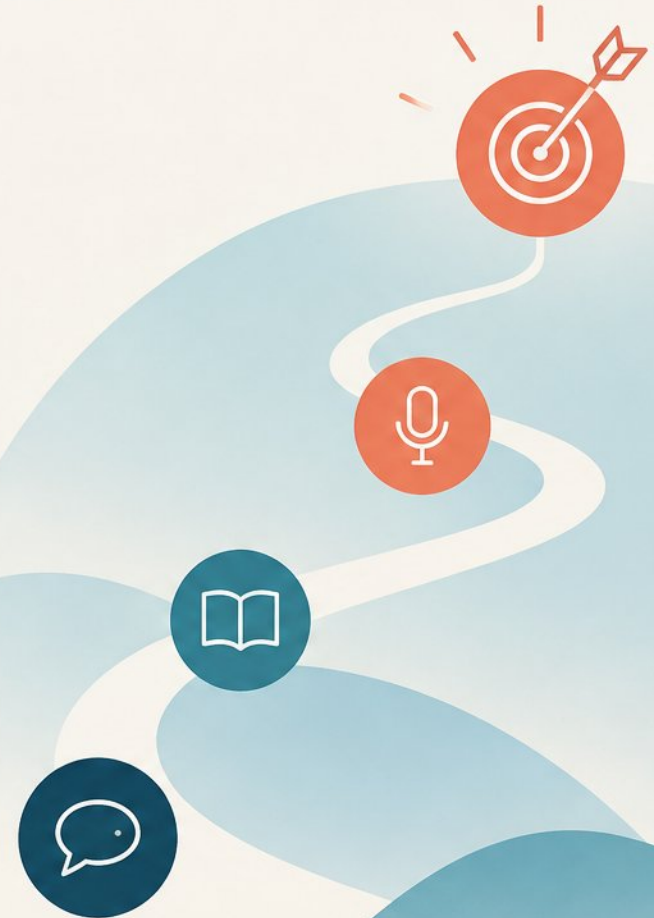
- Typical goals: confidence, low-stakes speaking reps, structured assessment, community, talent



- Write success criteria in measurable terms, tied to pitch and demo outcomes



- Scope here: planning the programme — not delivering individual speeches



Start With the Outcome:

Defining Purpose and Success Criteria



Key question: what should participants think, feel, or do differently?



Write one behavioural or mindset shift, not three



Turn vague goals into measurable objectives with the ABCD model



Set success metrics before launch: participation, skills, behaviour, results



Pilot focus: one role group, the two speaking skills that hurt most



Allow several months for speaker booking and communication



Needs Assessment and Audience Analysis



Map participant groups by role, experience, and confidence level



Assess context: voluntary or mandatory, incentives, time, priorities



Gather data via surveys, interviews, skills audits, baseline talks



Apply a competency framework to pinpoint real gaps



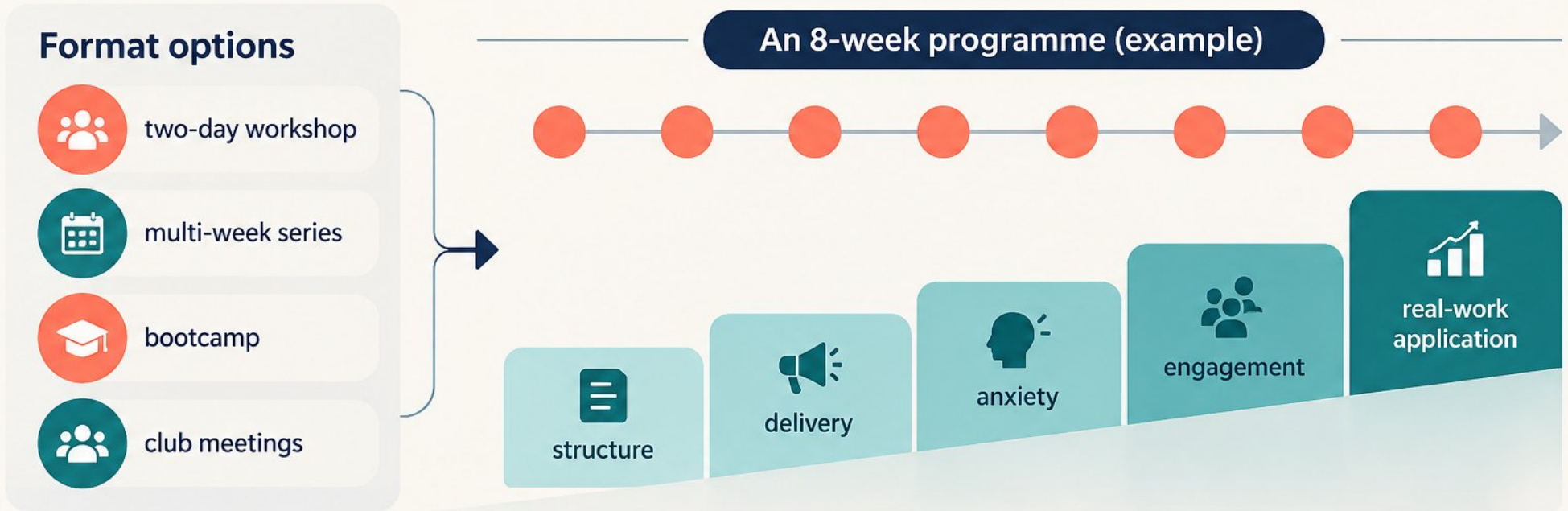
Assess messaging, delivery, storytelling, impromptu, facilitation



Prioritize the two or three gaps with highest impact first



Choosing Programme Format, Length, and Cadence



- Format options: two-day workshop, multi-week series, bootcamp, or club meetings
- Evidence favors an 8-week rollout with repeated low-stakes reps, recording, coaching
- Longer sequences work too: 7 weeks, 10 weeks, or a 16-week semester
- Sequence skills: structure, delivery, anxiety, engagement, real-work application
- Balance instruction, practice, feedback, and reflection in every session
- Decide delivery mode (in-person, virtual, hybrid), cohort size, and intake rhythm early

Designing the Curriculum and Skill Progression



Build the curriculum around the five core skills, not vague confidence



Mix formats: impromptu, prepared talks, storytelling, persuasion, visual aids



Sequence: baseline, preparation, structure, delivery, anxiety, engagement, apply, re-measure



Use speech types as spine: introductory, informative, how-to, persuasive, debate



Embed peer practice in pairs and teams throughout, and cap each session with a checklist



Stakeholders, Sponsorship, and Governance



Map roles: executive sponsor, program lead, facilitators, peer coaches, evaluators, business owners



Separate sponsorship from ownership: sponsor champions; business owner is accountable



Keep the steering group small (4–6 people) with real decision authority



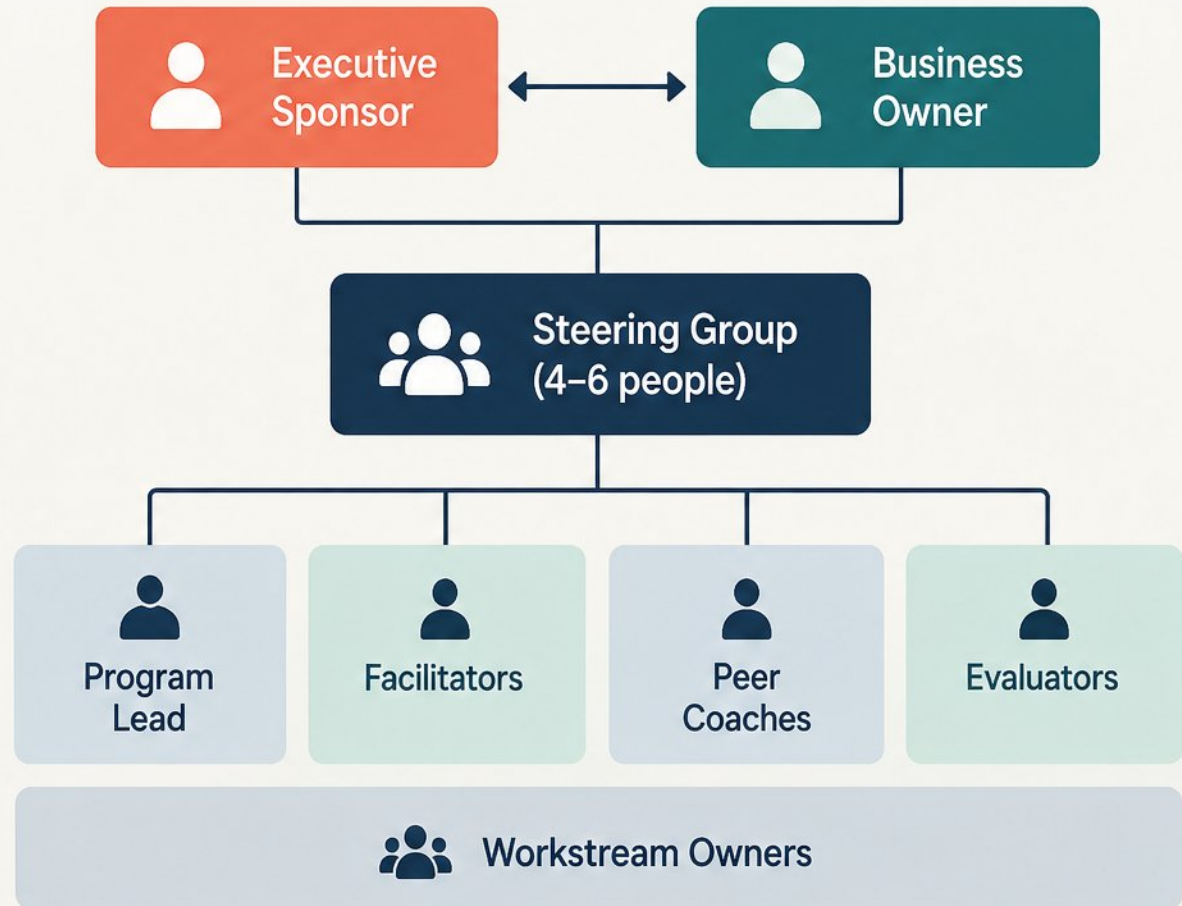
Define decision rights at three levels: portfolio, initiative, delivery



Use a RACI to name who is responsible, accountable, consulted, informed



Rhythm: annual planning, monthly reviews, frequent delivery check-ins



Resources, Budget, and Logistics



Estimate costs: facilitators, venues, materials, technology, refreshments, honoraria



Benchmark: 2-day workshop for 4–8 participants ≈ €6,000



Leverage in-kind resources: internal facilitators, experts, partner teams



Lock logistics early: scheduling, room setup, equipment, recording, backups



Build accessibility in from the start: venue access, captioning, dietary needs



Track budget with owners, payment schedules, contingency, and variance thresholds

COST CATEGORIES	OWNERS	PAYMENT SCHEDULES	CONTINGENCY	VARIANCE THRESHOLDS

Marketing, Recruitment, and Participant Engagement

Motivated Early Adopter



Hesitant Barrier-Holder



Speaking fear

Time pressure

Perceived irrelevance



Understand motivations first, then tailor the value proposition



Mix online and offline tools: intranet, social media, posters, local media



Address barriers directly: speaking fear, time pressure, perceived irrelevance



Use multipliers and snowballing — engaged participants recruit best



Clarify expectations before enrolment; run a pre-programme admin check-in



Facilitation, Coaching, and Feedback Systems



Train facilitators, coaches, evaluators — include peer coaches and mentors



Feedback norms: constructive, specific, behaviour-focused, timely, supportive



Peer feedback after group discussion, validated by teacher



In-class video review sharpens delivery and reduces speaking anxiety



AI coaches help on pace, fillers, vocal variety; pair with human interpretation



Manage anxiety, cultural differences, and dominant voices deliberately



Assessment, Evaluation, and Continuous Improvement

LEARN
MEASURE
REFINE
GROW



Define assessment criteria before launch, aligned to programme goals



Mix formative and summative methods: rubrics, self-assessment, peer review, recorded practice



Rubrics score observable behaviours: eye contact, pacing, structure, filler words



Use Kirkpatrick's four levels — start by defining Level 4 results



Add pre/post measures and 30/60/90-day follow-up for behaviour change



Build a review cycle so evaluation feeds the next design decision

Observable Behaviour Rubric

Behaviour	Pre	Post	30-day	60-day	90-day
Eye contact					
Pacing					
Structure					
Filler words					



Scaling, Sustainability, and Technology Integration



Plan growth deliberately: more participants, new locations, hybrid delivery



Sustain momentum via communities of practice, alumni, internal champions



Use technology where it adds leverage: recording, AI practice scenarios



Productise what works; reusable frameworks cut cost per cohort



Address risks: facilitator burnout, funding loss, shifting priorities

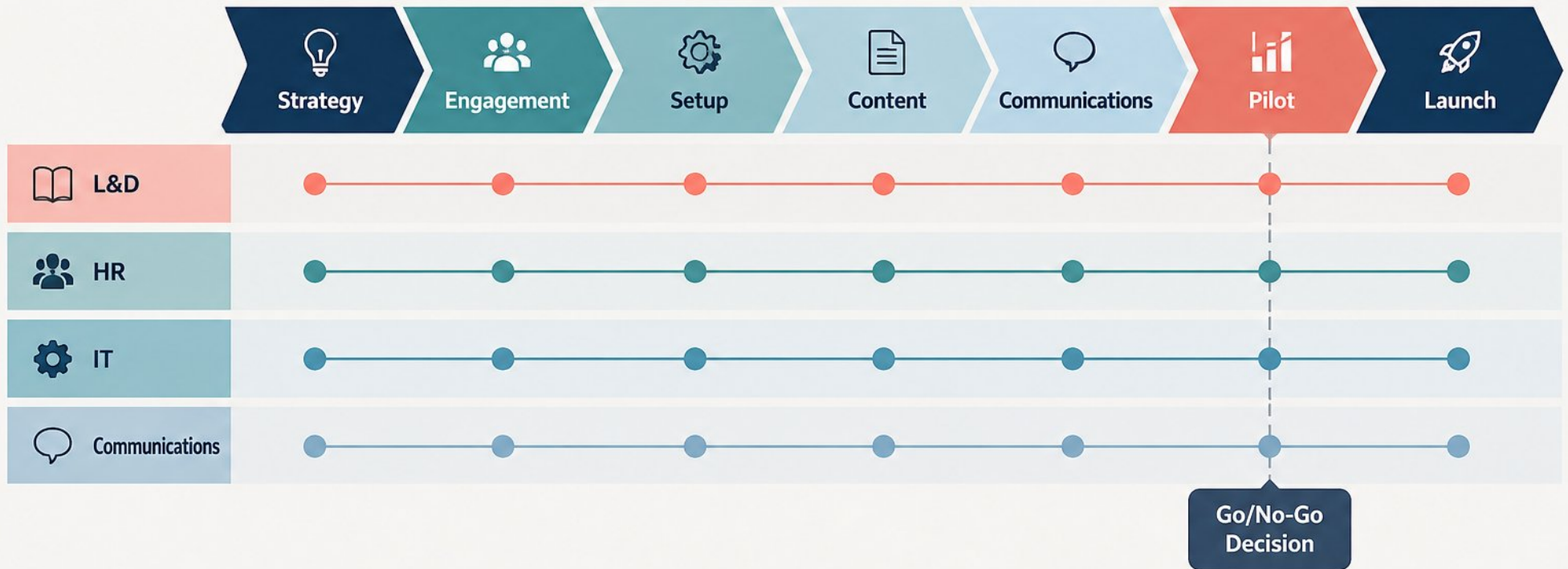


Build a 6–12 month roadmap with milestones and a review point



From
impact today
to a stronger
tomorrow

From Plan to Pilot: A Phased Rollout



-  Treat rollout as a project: strategy, engagement, setup, content, communications, pilot, launch, evaluation
-  Run a pilot cohort of 50–100 representative participants; skipping it is costly
-  Confirm a documented go/no-go decision before scaling to full launch
-  Work backwards from launch date; let the critical path drive content and platform setup
-  Name one owner per workstream across L&D, HR, IT, and communications
-  Standard programme: four to eight weeks from planning to full launch; longer for multi-site

Building the Initiative Action Plan

FROM DECISIONS TO ACTION

PLAN
ALIGN
ACT
MAKE PROGRESS



Synthesize key decisions into a one-page plan: objectives, audience, format, budget, owners, milestones



Assign owners and timelines; state dependencies explicitly across L&D, HR, IT, communications



Define measurable objectives with linked evaluation methods before work begins



Spot quick wins and the first three actions for the next two weeks



Set review points and a communication cadence with sponsors and participants



Give facilitators reusable templates and checklists so the plan survives handover

One-Page Plan

Objectives



Audience



Format



Budget



Owners



Milestones



First Three Actions (Next Two Weeks)

1

2

3

Common Pitfalls and Next Steps

FROM GOOD INTENTIONS TO LASTING IMPACT



Pitfall: starting with a speaker or workshop, not a defined outcome



Pitfall: one-off sessions without reinforcement — behaviour won't change



Pitfall: shared ownership with no single accountable person per workstream



Pitfall: measuring only satisfaction and claiming impact from Level 1 data



Pitfall: skipping the pilot and accessibility plan to save time

One-off workshop



Reinforced eight-week rep cycle



Next steps: finalize action plan, confirm sponsor and pilot cohort, lock review date

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