

Types of Public Speaking: Choosing the Right Format

- Format shapes audience expectations, purpose, setting, time, and speaker strengths
- Core formats: informative, persuasive, ceremonial, storytelling, instructional
- Also: leadership, virtual/hybrid, impromptu, and blended forms
- Choose by outcome: inform, influence, inspire, instruct, celebrate, or connect
- Most real speeches blend types — a TED talk informs and entertains
- Goal: select, adapt, and rehearse the right format for your situation



Purpose First: The Outcome Compass



- General purposes: inform, persuade, entertain, perform/commemorate, inspire



- Specific purpose statement names the audience and intended outcome in one sentence



- Four constraints shape every speech: purpose, audience, context, time frame



- FAST planning: Format, Audience, Style, Tone



- Ask: does the topic match purpose, suit audience, fit context and time?



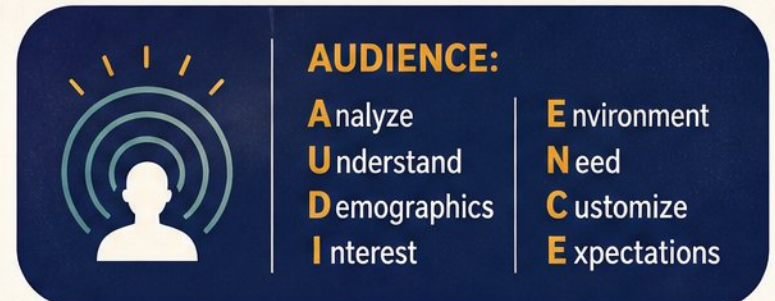
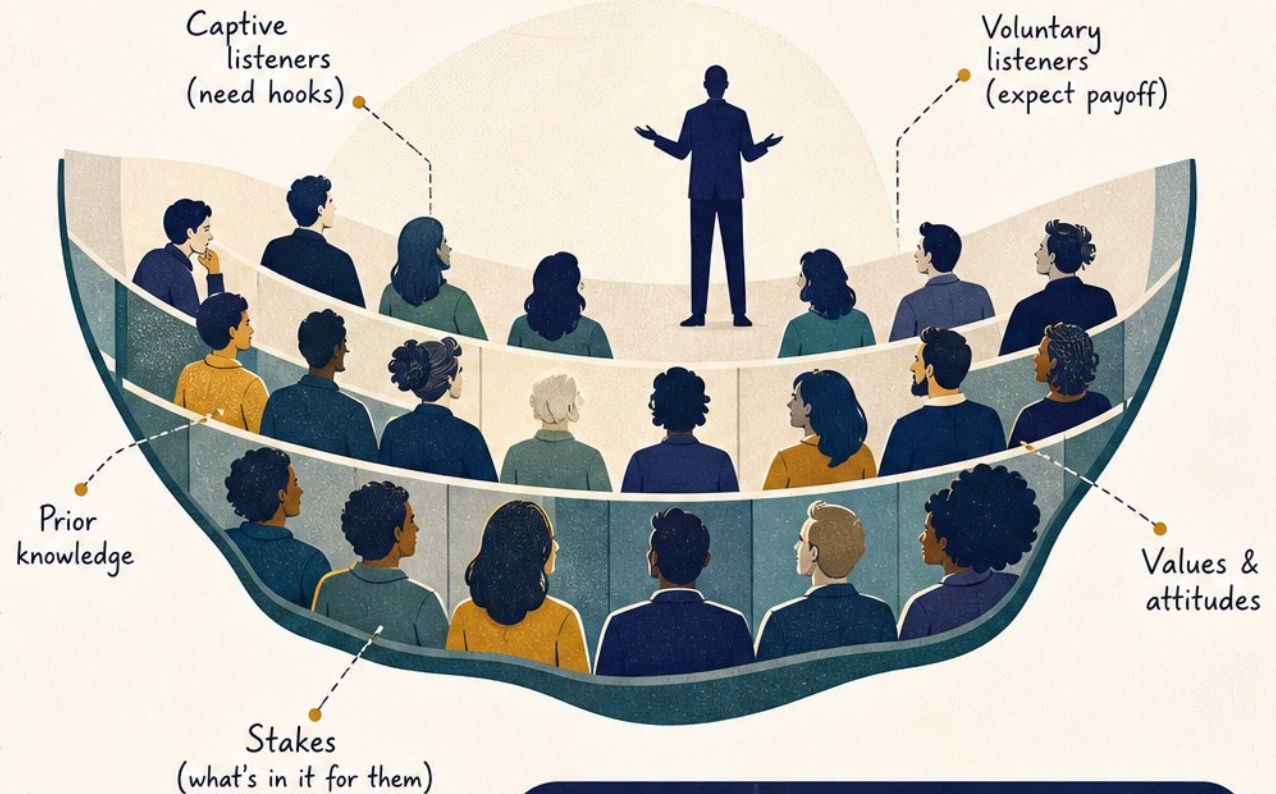
- Outcome verbs: think, feel, or do – choose one primary outcome



Know the Room:

Audience Analysis That Changes the Speech

- ▶ Captive audiences need hooks; voluntary audiences expect payoff
- ▶ Analyze demographics: prior knowledge, values, attitudes, stakes
- ▶ Check the situation: event type, formality, mood, seating
- ▶ Use AUDIENCE: Analyze, Understand, Demographics, Interest, Environment, Need, Customize, Expectations
- ▶ Mixed crowd? Simple frame first, then layer in depth
- ▶ Never assume shared knowledge — define terms, skip jargon



Informative Speaking: Building Understanding



- **Goal:** clarity and retention, not advocacy — be a guide, not a persuader



- **Contexts:** lectures, briefings, onboarding, conference sessions, explainer videos



- **Structure:** strong opening, two to four main points, takeaway-focused summary



- **Three success criteria:** accuracy, clarity, and interest



- **Confusion sources:** difficult language, hard-to-envision processes, hard-to-believe ideas



- Visuals clarify rather than decorate — one idea per slide, minimal text



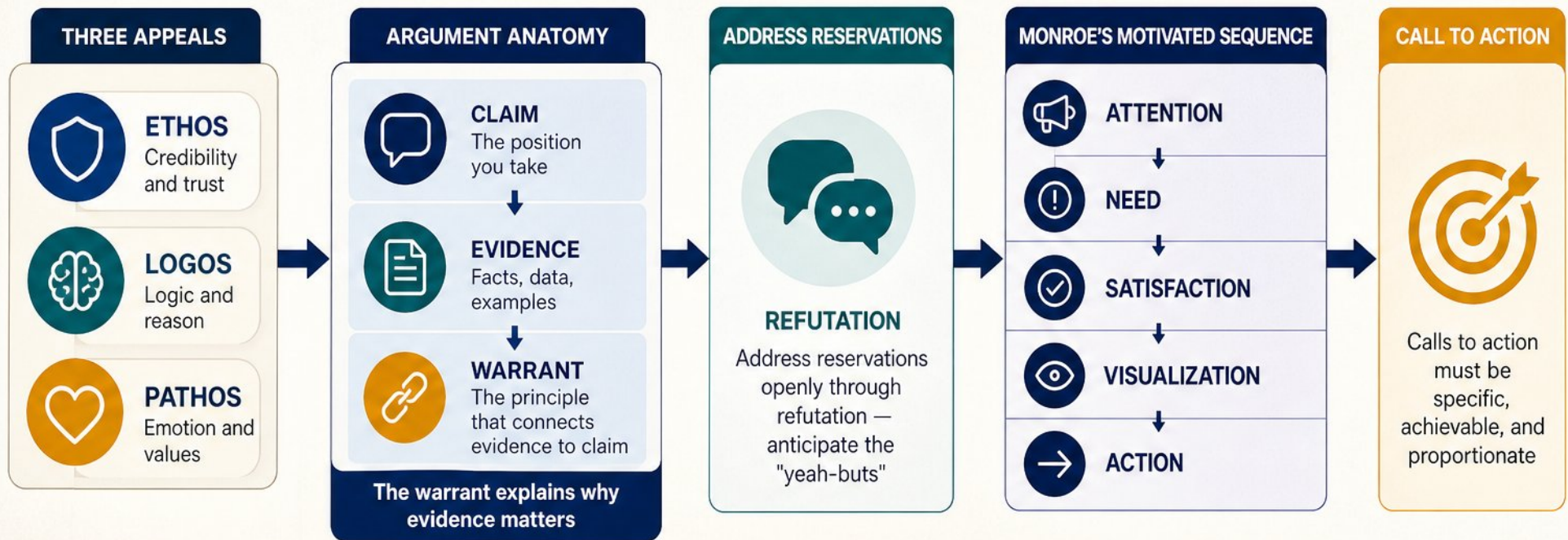
OPENING
Gain Attention
and Set Context

BUILD
Develop Main Points
and Deepen Understanding

CLOSE
Synthesize and
Reinforce Takeaways

LANDING
Leave with Clarity
and Next Steps

Persuasive Speaking: From Claim to Action



- ✓ **Goal:** change belief, attitude, or behavior — the audience must move
- ✓ **Three appeals:** ethos, logos, pathos — balance all three
- ✓ **Argument anatomy:** claim, evidence, warrant — the warrant explains why evidence matters
- ✓ **Address reservations** openly through refutation — anticipate the "yeah-buts"
- ✓ **Monroe's Motivated Sequence:** Attention, Need, Satisfaction, Visualization, Action
- ✓ **Ethical boundaries:** no cherry-picking, no false urgency, no manipulative framing
- ✓ **Calls to action** must be specific, achievable, and proportionate

Ceremonial and Special-Occasion Speaking



- **Goal:** mark the moment and create shared meaning



- **Formats:** toasts, tributes, eulogies, introductions, acceptances, graduations, awards, roasts



- **Five parts:** acknowledgment, story, why it matters, wish, close



- **Typical lengths:** toasts and acceptances 2–3 minutes; eulogies 5–7



- **Tone:** warmth for celebrations, dignity for memorials, good-natured humor for roasts



- **Avoid** inside jokes, going overtime, making it about you, and winging it



TOASTS

2–3 minutes

WARM



TRIBUTES

3–4 minutes

WARM



EULOGIES

5–7 minutes

DIGNIFIED



INTRODUCTIONS

1–2 minutes

NEUTRAL



ACCEPTANCES

2–3 minutes

WARM



GRADUATIONS

2–3 minutes

UPLIFTING



AWARDS

2–3 minutes

UPLIFTING



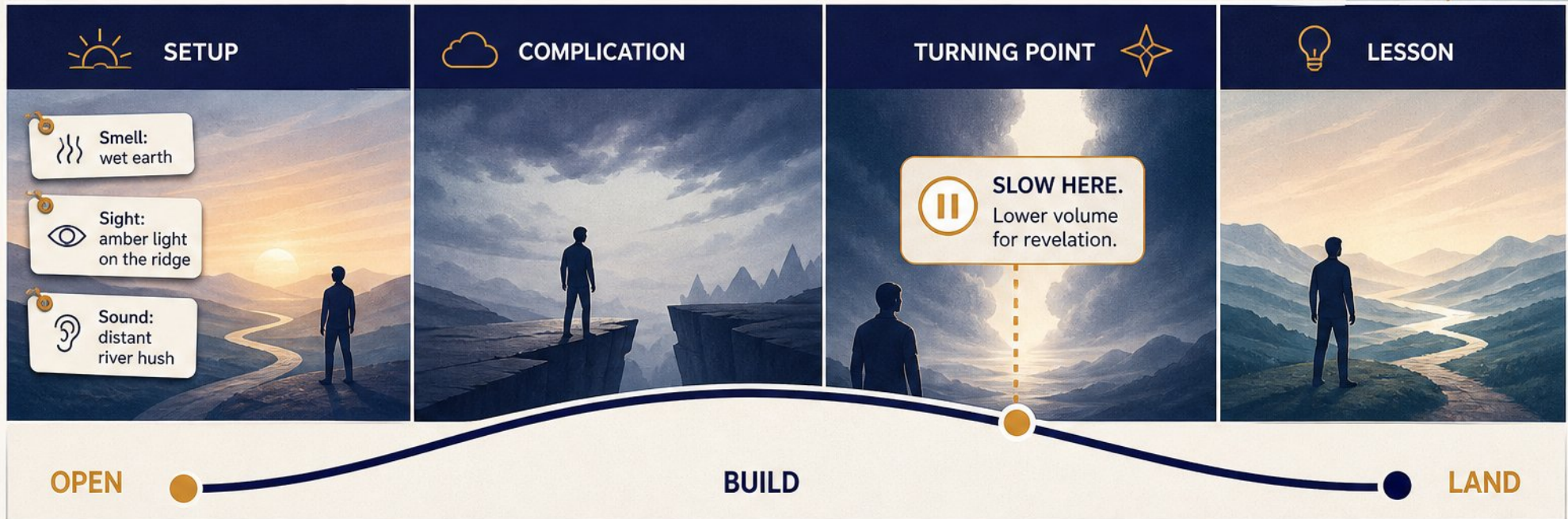
ROASTS

3–5 minutes

HUMOROUS



Storytelling: Narrative as Structural, Not Ornamental



- Goal: create connection, memory, and emotional engagement



- Four-part pattern: setup, complication, turning point, lesson



- At least three sensory specifics in the first thirty seconds



- Character wants something, meets an obstacle, something changes



- Slow at the turning point; lower volume for revelation



- Stories live at the open, inside a point, and in the close



- Engineer the story to prove one specific claim

Instructional Speaking: Building Skill, Not Just Knowledge



- **Goal:** change behavior and build competence, not transfer information



- **SMART** objectives: specific, measurable, achievable, relevant, time-bound



- **Design sequence:** objective, demonstration, guided practice, feedback, transfer



- **Adult learners** bring experience — build on prior knowledge



- **Interactive formats:** workshops, labs, simulations, role plays



- **Check understanding:** teach-back, quizzes, performance tasks



- **Accessibility:** captions, handouts, multiple participation modes

OBJECTIVE



Clarify what learners will be able to do.

DEMONSTRATION



Show the skill in action.

GUIDED PRACTICE



Learn by doing with support.

FEEDBACK



Reflect, refine, and improve.

TRANSFER



Apply the skill in new contexts.



Leading Through Speaking: All-Hands, Town Halls, and Change



- Goal: align, motivate, and build trust at scale



- One theme per event: if they remember one thing, what is it?



- Reserve 25–30% of time for Q&A; dodge hard questions and trust erodes



- Balance clarity, empathy, and authority; message must match follow-through



- Hybrid equity: everyone on their own camera; call on remote questioners first



- Commitment record and written recap published within 24 hours

ONE THEME. ONE MESSAGE.

Make it clear. Make it stick.



TIME ALLOCATION

Protect space for dialogue.
Trust grows in the Q&A.



HYBRID EQUITY: SAME STAGE, SAME MESSAGE.



IN THE ROOM



SAME MESSAGE



ON THEIR OWN CAMERA



COMMITMENT RECORD AND WRITTEN RECAP PUBLISHED WITHIN 24 HOURS.



Virtual, Hybrid, and On-Camera Speaking

VIRTUAL (REMOTE)



24pt minimum text sample for clarity.

HYBRID (ROOM + REMOTE)



24pt minimum text sample for clarity.

ON-CAMERA (CLOSE-UP)



24pt minimum text sample for clarity.



- Goal: engage audiences through screens without losing presence



- Design for the remote audience first: larger fonts, one idea per slide



- 24pt minimum body text, high contrast, readable on a laptop



- Balance attention: half to camera, a third to the room, rest to the screen



- Name remote participants; restate all in-room contributions aloud



- Rehearse the tech 24–48 hours early; keep backup devices ready

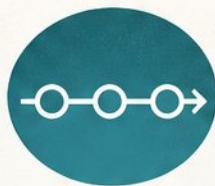
Impromptu and Interactive Speaking Under Pressure

POCKET FRAMEWORKS



PREP

Point, Reason,
Example, Point —
the versatile default



Past-Present-Future

Alternates:
Past-Present-Future



What-So What-Now What

Alternates:
What-So What-Now What



Problem-Solution-Benefit

Alternates:
Problem-Solution-Benefit

Q&A PATTERN: THE RHYTHM



PAUSE

Take the space.
Two to three
seconds.



RESTATE

Reframe the
question in your
own words.



ANSWER ONCE

Give a clear,
complete answer.
Don't over-explain.



CHECK THAT IT LANDED

Confirm understanding.
Invite follow-up.



The pause is part of the answer: two to three seconds reads as composure



Q&A pattern: pause, restate, answer once, check that it landed



Say "I don't know" plus a follow-up plan — honesty beats bluffing



Panel discipline: own your domain, defer accurately, stay silent when nothing distinct to add



Three-second classify: name the question type before answering

Adapting One Message Across Formats



FORMAT SELECTOR DIAL

Choose the format.
Serve your audience.



- Ceremonial
- Persuasive
- Instructional
- Impromptu

- ✓ One core message, many formats – truth stays, entry point changes
- ✓ Adapt depth, structure, tone, examples, and call to action
- ✓ Decision-makers: lead with the conclusion; learners: build gradually
- ✓ Match rehearsal: manuscript for ceremonial, extemporaneous for persuasive
- ✓ Avoid carrying pacing, density, or humor into an incompatible format

Your Format Decision Matrix and Next Steps



- Decision matrix: outcome, audience, setting, time, interaction, risk



- Ask: What should they think, feel, or do?



- After each talk: what worked, what to change, what to reuse



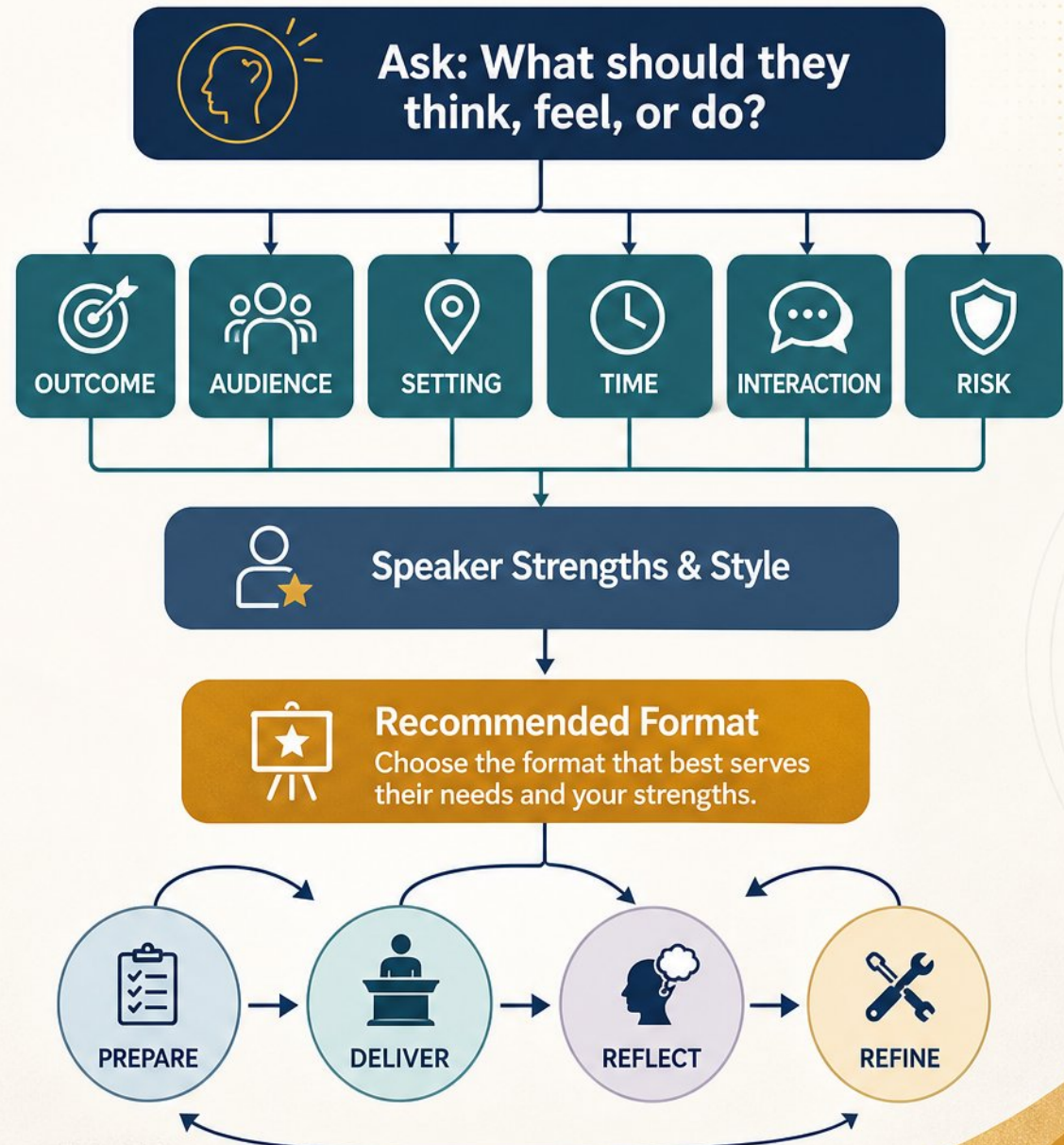
- Pick one upcoming speaking situation, run the matrix, rehearse it



- Habit loop: prepare, deliver, reflect, refine your toolkit



- Choose the format that serves the audience, not the familiar one



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