



Inspire Your Audience

Level 3 Project



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Inspire Your Audience

About Inspire Your Audience

In this project, you will learn how to present a speech in an enthusiastic and inspiring fashion in order to establish a strong rapport with your audience.

Resources

The following is a list of resources available in your digital project on Base Camp. Some of these resources, such as evaluations, are also available on the Resources section on Base Camp.

Project Checklist

Evaluation Resources

Introduction and Assignment

Introduction

Inspiring an audience is an important skill to develop. It takes a combination of expertise, self-confidence, and a clear message that can motivate an audience. To influence and inspire, your audience needs to understand why they should feel motivated. Then they can learn how to take those first steps to change.

Your Assignment

Purpose: The purpose of this project is to practice writing and delivering a speech that inspires others.

Overview: Select a topic with the intent of inspiring your audience and prepare a 5- to 7-minute speech for your club. Your speech can be persuasive, humorous, informational, or crafted in any style that appeals to you and supports your speech content. If you receive prior approval from the Vice President Education, you may speak to a non-Toastmasters group. If you speak to a non-Toastmasters group, remember to invite your evaluator.

Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



Video: Sign in to Base Camp to watch a video that supports this project.



Interactive Activity: Sign in to Base Camp to complete an interactive activity.



Resource: Sign in to Base Camp to view this resource online.



Weblink: Return to your digital project when you see this icon to link to a website or Base Camp location.

For all assignment details and requirements, review the [Project Checklist](#).

Learning in Inspire Your Audience

Assess and Reflect



To assess and track your knowledge, complete the activity below by listing what you already know and what you wonder about the topic today. Add up to five items to each list. After you complete your project, you will have an opportunity to review your answers and add what you have learned.

Know

For example: I know I have the ability to move or inspire an audience.

Wonder

For example: I wonder how to engage an audience using language, style, and creativity.

Competencies

The following is a list of competencies that you will learn and practice in this project.

- Present a speech in an enthusiastic and inspiring fashion.
- Demonstrate an understanding of the value of gaining audience trust.
- Present a speech that inspires an audience to adopt a new perspective or goals.
- Design a speech with the potential to motivate audience members to improve themselves personally, emotionally, professionally, or spiritually.
- Use body language to maintain audience engagement.

Why We Inspire

Inspiring, vivid stories help us understand the world and our place in it. They help us connect to a person, group, or cause. By encouraging the best in others and focusing on their abilities and strengths, you can inspire growth and action in the people around you.

Purpose of Inspiration

The purpose of an inspirational speech is to motivate audience members to improve themselves personally, emotionally, professionally, or spiritually.

It can encourage listeners to reflect on their lives and see them in a new way.

This type of speech relies more heavily on emotional appeal than on the logic found in other types of persuasive speeches.

Inspire with Your Content

Inspiring content can be found in many areas, including your own life.

- Decide what you will share with an audience. For example, think of three events in your life that inspired you to make important changes, and choose one of them to write about.
- Include personal anecdotes to make your speech topic more immediate and relatable.
- Find inspirational content in common experiences that many people share.
- Be confident in your ability to inspire an audience. This confidence can come from your personal knowledge of the speech topic and knowing how your own history contributes to it.



Watch a video on Base Camp to learn more.

Build Rapport with Your Audience

Developing a strong relationship with the audience is a key element of inspirational speaking. People who feel a connection with you are more likely to be receptive to what you have to say. Share your enthusiasm to begin forming the connection and building audience trust.

Point of View

Your audience may see things differently than you do. To create a message that inspires, it's important to understand your audience's point of view.

Research the demographics of your audience. Some examples of demographics are age, gender, cultural background, political or religious affiliation, ethnicity, ability, economic status, and employment status. Focus on the people in your audience and tailor your message to appeal to them.

Goals

Consider why your audience is listening to your message. They may want to learn about new software, discover the basics of effective time management, or simply be entertained. Your message should answer a question, meet a need, or present information your audience will find of value.

Relevance

Determine which elements of your message are most important to your audience. Taking the time to understand what audience members want to learn or accomplish will help you draw connections between your message and their issues of greatest concern. Once you make that connection, your speech is more likely to resonate with every audience member.

Differences

Your choice of words, inflection, and body language all convey a message. Understanding audience members' point of view will help you adjust not only your message, but your delivery as well. When you make a connection that touches audience members on different levels, both intellectual and emotional, you are more likely to inspire and convince.

Create Positive Emotional Moments

We tend to remember the moments when we felt emotion—either positive or negative. You have the opportunity to create positive emotional moments for your audience.

Another way to connect with an audience is to share your point of view in a way that is relevant to them. Share stories people can relate to by using humor, metaphors, and personal stories.

Focus on the talents and abilities of others. A strong connection with an audience is built when you remain modest, appreciative, and grateful for the opportunity to share your story.

Review and Apply

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- How can recognizing the needs of your audience help you inspire them?
- Why is audience trust important when you are trying to inspire?
- What part does body language play when you are working to inspire an audience?

Complete Your Assignment



Project Checklist

Now that you have read through the project, plan and prepare your speech or report. First, review your assignment.

This project includes:

- A 5- to 7-minute speech

The following list includes tasks for this project. Please remember, your project is unique to you. You can use the checklist here or complete the digital version in your project on Base Camp.

Select a topic for your inspirational speech. Remember to consider your audience and what would inspire them along with your own vision for the speech.

Schedule your speech with the Vice President Education.

Write your speech.

Rehearse your speech.

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

Evaluation Criteria



Review the criteria for the evaluation in this project. Your evaluator will use the following scale:

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Engagement

- 5 – Audience connection is immediate, sustained, and overwhelmingly positive
- 4 – Audience connection is sustained and positive
- 3 – Connects well with audience
- 2 – Audience connection needs improvement
- 1 – Does not connect well with audience

Topic

- 5 – Topic is highly inspiring to audience
- 4 – Topic is an excellent choice for inspiring audience
- 3 – Uses topic well to inspire audience
- 2 – Topic is only vaguely inspiring to audience
- 1 – Topic is poorly selected to inspire audience

Complete Your Project



Once you have delivered your speech and received your evaluation, take a minute to review what you recorded under “Know” and “Wonder” in the Assess and Reflect section at the start of this project. Then add what you have learned while working through this project. Add up to five items.

Learned

For example: I learned how to be comfortable building a rapport with an audience.

Before You Move On

Review Your Learning

Review all the material in this project.

Deliver Your Speech

Plan, practice, and deliver your speech.

Receive Your Evaluation

Receive your evaluation and complete any other tasks required by your club.

Assess and Reflect

When all components of your assignment are finished, complete your self-reflection by adding what you have learned to the last column of the Know-Wonder-Learned activity.

Congratulations!

If you have completed every task, CONGRATULATIONS! You have completed your Inspire Your Audience project and you are ready to move on to your next project.



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