



Craig Valentine's
52
Speaking
Tips

Keep your audience on the Edge of their Seats!

Establish a Roadmap

During the longer, say, 30- to 90-minute speech, it's very important to do three things in your opening.

- The first is to come out with a bang, which we covered in a separate speaking tip.
- The next is to make a big promise that gets your audience excited about being there, and we also covered that in a separate speaking tip.
- And the third part of the opening is to offer a road map. The road map lets your audience know exactly where you're going with your speech.

For example, I often make the following big promise in my speech: "Within the next 45 minutes you'll pick up the tools to create commitment, not just compliance, from your employees, raise the morale through the roof, and become the kind of leader others admire and want to follow."

This big promise gets my audience excited and it lets them know why they're there. However, it's not enough to know why they're there. They also have to know where they are going.

So here's the road map I use after the big promise: I simply say, "And this comes to you in the form of the Four Rs to Remarkable Results in Leadership." That's it! That's all the roadmap is.



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Now my audience knows what? They know they'll be going from the first R to the second R, to the third R, to the fourth R. They know the structure of the speech. They understand where they're going, so it becomes easy for them follow along in their mind.

Believe me, your speech can easily be destroyed and fall into pieces if you leave the road map out of it. These one or maybe two sentences can easily make or break a speech. Clarity is key when it comes to speaking, and the road map makes it clear.

Now, let's look at the types of road maps you can use.

1. Just number the steps.

This is what I do with the Four Rs and the Three Gs, or it can be as simple as saying, "You'll be following four steps or four keys or four tools." Be creative. These are nice, because steps, keys and tools all have something in common, right? They're all visual.

You can see a key. You can see a tool. You can see a visual, but you can't really see a point. So make sure you use words that are visual. Number the steps.

2. You can just state all the points up front.

I remember hearing Willy Jolley. He was a wonderful motivational speaker. He used to do this with a speech, when he'd tell his audience to dream, decide and do. He'd tell them that up front: "We're going to go through dream, decide, and do."



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So as an audience member, we knew he'd first go into a section about dreaming, then he'd go into a section about deciding, and then he'd finish with a section about doing.

It's a very effective road map, obviously. I still remember it 10 years later. So #2 is state all the points up front.

3. Use an acronym.

The 1995 World Champion of Public Speaking, Mark Brown, does this very well. He speaks to youth all the time. And there was a time when he used the acronym SCREAM. He introduced it up front as the road map, and then his audience knew that he'd go from the S to the C to the R and so on. Each letter stood for something else.

And it's funny, because on one engagement, they cut Mark's time from 60 minutes down to 30 minutes. So what do you think Mark did? He cut out some of the letters of SCREAM and he went with a road map SAM. Cut his speech in half – brilliant! Use an acronym.

4. Give the locations.

This is something I did early on in my career. I'd say something like, "On your journey today, your first stop will be in the Land of the Elements, and that's where you'll learn the elements that need to go into a great speech. Then you'll move on to the Land of Delivery, and pick up the delivery tools to make the best impact. And finally, you'll end up in a place called Youville, and that's where it's all about you."

This type of road map is very creative and it's effective when you're using a journey theme. So give the locations. That's #4.



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5. Use a metaphor.

One of my speech coaching clients was developing a speech about going in the right direction with your personal finances. So I helped him develop the road map of GPS. He could then carry that whole GPS metaphor throughout the entire speech and have a clear road map. They'd go from the G to the P to the S.

Another client I had, I came up with a CSI roadmap, because the speech was about investigating opportunities. See, that's the great thing about the road map. If you're creative, it can weave a memorable theme throughout your entire speech and really tie the whole thing together.

So whatever you do with your roadmap, just make sure you have one. It might seem unimportant, because it only requires one or two sentences; however, next to the big promise it is absolutely the most important structural line in your entire speech. So be creative and be clear.

That's it for this week. Until next week, please keep speaking up!



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Craig's Top 10 Recommended Resources

1. <http://www.edgeoftheirseats.com/>
2. <http://www.createyourkeynote.com/>
3. <http://www.dynamicdeliverydevices.com/>
4. <http://www.learntoownthestage.com/>
5. <http://www.wcspeaking.com/>
6. <http://www.askcraigvalentine.com/>
7. <http://www.audioforspeakers.com>
8. <http://www.resourcesforspeakers.com>
9. <http://www.thebookonspeaking.com>
10. <http://www.automateyourspeaking.com>

Craig Valentine's Background & Results

Craig Valentine, MBA, an award-winning speaker, management trainer, and speech coach, has traveled the world helping speakers breathe life into their presentations. He has spoken in the United States, Taiwan, Canada, Jamaica, Qatar (Doha), England, Bahamas, Hong Kong, and China. In 1999 he won the World Championship of Public Speaking for Toastmasters International after competing with more than 25,000 contestants from 14 countries.

- *The conference was this past weekend and with your "virtual coaching" I was able to give my own "Killer Keynote". I stood on that stage and gave the speech I had always dreamed of giving-- they laughed where I wanted them to laugh -- they teared up where I wanted to touch them the most -- they came into the scene of my stories -- they heard my message and believed. It was a wonderful moment for me and I will always consider it a gift. Now I would be lying if I said I didn't enjoy the standing ovation at the end...Susan Lamb-Robinson, Speaker; Toronto, Canada*
- *"I now deliver better presentations in 20 minutes than I did in 60 minutes; moreover, my closing ratio has increased 350% thanks to the lessons learned in The Edge of Their Seats Storytelling Home-Study Course. Craig's 9 Step Formula has changed my*



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52
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life. "Kevin D. Gross, MBA, President, Alumni Connection.com
www.AlumniConnection.com

- *I learned more from you in one hour than I have in years of giving speeches. You are a master of your game. Thank you for inspiring me to find my own voice and greatness as a speaker!! Thank you! Pele Raymond Ugboajah; Author, Speaker, Business Coach; DreamBanc, L.L.C.*
- *Craig Valentine is one of America's finest speakers, 1999 World Champion of Public Speaking and author of what I consider to be the bible of public speaking, "Nuts and Bolts of Public Speaking". He's also got several audio and DVD's on the subject. Craig was the driving force and the biggest reason I made it to the World Championships last year in Calgary. The two days I spent with him, in his living room, in Baltimore, completely changed the way approach public speaking...Martin Presse, 2008 Finalist for World Champion of Public Speaking*
- *Hey man I know you are busy but I wanted to bring you up to speed on us. We just returned from San Francisco where we spoke at the national convention of NAMI. It was great. No notes, we both spoke for about an hour. Based on all the comments they liked it. There were a number of people there who had heard us before and they were amazed at the changes we made. Thanks! Bill Neely; www.billandtena.com; Courage in Crisis*
- *Thank you 1000 times over. I just came home from Niagara, what a fantastic time I had. All of your techniques worked. I offered 7 free, 1 hour consultations if booked today offered only in January. I not only booked those I had a line up afterward. Sarah Hilton; Speaker on Mental Health, Toronto*
- *Thanks for your changes...I gave the speech last Monday and everyone raved about it. Thank you so much for your help. I went in very confident, knowing it was a very good speech thanks to your advice and changes. In fact, they hope to get me back again and several said they want to find out where else I am speaking so they can come hear me again. Christine Duvivier; Managing Director, Impact Partners*