



SPEECH STRUCTURE BUILDING METHOD™

By Florian Mueck

BUILD AND STRUCTURE ANY SPEECH OR PRESENTATION IN FOUR SIMPLE STEPS

THEME

MESSAGE

ACTION (simple, specific and symbolic)

After listening to my talk the audience will:

!

COLLECT, SELECT AND ORDER YOUR SPEECH CONTENT

1. COLLECT CONTENT

Write an argument (one noun) in each of the six gray boxes

2. SELECT THREE

Select with circles the three most important arguments for your audience

3. BUILD CLIMAX

Add the letters A (least important), B (more important) and C (most important) to the circles

4. CREATE THE SPEECH STRUCTURE BUILDING™

