Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Motivated Sequence Outline

Public Speaking -- Thomas 2016

Objective: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I. Attention (Introduction)

 A. Attention Getter

 B. Orient Audience Toward Topic

II. Need (The Problem)

 A. Statement of Need – What does the problem entail?

 B. Illustration of Need – stories to give listeners an initial idea of the problem’s seriousness and scope

 C. Ramifications – give numbers

 D. Pointing – Why should this audience care?

III. Satisfaction (The Solution)

 A. Statement of Solution – What is the attitude, belief, or action that you wish the audience to adopt to solve

 the problem?

 B. Explanation – Explain your solution to the audience

 C. Demonstration – Show how the solution meets the “need”.

 D. Workability – Give examples that show how this solution has worked effectively in the past or that this

 solution has been advocated by experts in the field.

 E. Meeting Objections – Answer possible objections that might be raised

IV. Visualization (How will the world look with and without your plan)

 A. With plan –What good things will happen with your plan?

 B. Without plan – What bad things will happen if your plan is not adopted?

V. Action (Call to Action)

 A. What the audience themselves can do to solve the problem

 B. What YOU (the speaker) will do or what you are doing to solve the problem