Speech Making is a Five Step Process

Step 1 Invention: discovering, refining, and researching the topic
Do you have a clear understanding of the assignment or occasion?

The credibility of the speaker:
Why are you speaking about this topic?
What is your expertise and interest on this topic?
What do you have to contribute to your audience?

The analysis of the audience:
Who is your primary audience? Are there secondary audiences?
What commonalities do members of your audience share? What do you share with them?
Why should your audience care about this topic?
Why should your audience care about your perspectives on this topic?

The exploration of the topic:
Is your thesis statement appropriately focused for the time available?
Have you conducted adequate research?
Have you identified appropriate supporting materials?

Step 2 Disposition/Arrangement: organizing your material effectively

Introduction:
Does your introduction attract attention?
Does it establish your credibility to speak on this topic?
Does it clearly provide a preview of your main points?
Is it concise?

Body:
Is your speech well organized?
Do your main points effectively develop your thesis?
Are your main points clear to the audience?
Do your main points clearly support the thesis statement?
Do you have transitions to help the audience understand how your main points are connected?
Are your supporting materials appropriate?
Are the sources of your supporting materials clearly cited?
Conclusion:
Do you provide a transition from your main points to your conclusion?
Are your main points summarized to support your thesis?
Do you have an appropriate memorable statement to encapsulate the presentation?
Does your conclusion let your audience know what they should take away from the presentation?
Is your conclusion sufficiently concise?

Step 3 Style: framing the presentation in effective language
Is your language clear, concise, and concrete?
Do you define any technical or special terms?
Do you use vivid language appropriately?
Is your language appropriate for your audience and the occasion?
Do you use repetition, alliteration, and parallel style to aid your audience?

Step 4 Memory: practice, practice, practice (committing to memory is not the same as memorizing it)
Are you familiar with the main points?
Can you visualize moving from point to point within the presentation?
Can you talk conversationally about the content of the presentation without over referencing your notes?
Have you rehearsed sufficiently while employing the items noted below in step 5?

Step 5 Delivery: presenting the message

Personal:
Is your presentation extemporaneous?
Do you make sufficient eye contact?
Do your gestures complement ideas?
Does your body movement underscore the presentation rather than detract from it?
Have you eliminated vocal fillers (um, you know, like, etc.)?
Are the rate, volume, and pitch of your voice appropriate?
Do you have sufficient vocal variety?

Presentation Aids:
Are your presentation aids well designed and developed?
Are they appropriate for the presentation?
Are they used to support points appropriately?
Are they easy to read and/or hear?
Are they distracting or are they used well?
Are they shown only when relevant to the speech?