**Formal Speaking Occasions in the Workplace**

*Many traditional elements of speaking that you learned in CST 110 carry over to professional speaking occasions. The following are expected of you in your formal speeches in this course.*

**Macrostructure**

* *Introduction:* 
  + Attention Getter – Is the attention getter catchy? Clearly related to the topic?
  + Listener Relevance Link – Do you state why the audience should care?
  + Speaker Credibility – Is it clear that the audience can trust you on this topic?
  + Thesis Statement – Does thesis clearly encompass the ideas of the entire speech?
  + Preview – Do you clearly lay out ALL of the main points? Are they previewed in the same order they appear in the body of the speech?
* *Transitions:*
  + Is there a clear transition from the introduction to the first main point?
  + Are transitions between main points clear, and perhaps even creative?
  + Is there a clear transition from the final main point to the conclusion?
* *Conclusion:*
  + Restate Thesis Statement – Are you reminding your audience explicitly of the focus of the speech?
  + Review of Main Points – Do you include a review of ALL of the main points, in the correct order?
  + Clincher – Does the speech end with impact? Clearly tie back to the attention getter?

**Content**

* Is each main point **clearly** distinct from the others?
* Does each main point link back to the thesis statement?
* Are there communication concepts from the course that are clearly used and cited in the speech?
* Are the oral citations present? Accurate? Complete (author, date, type, title)?
* Is there any information that is confusing, incomplete, inaccurate?
* Is the content adapted appropriately to the audience?
* Is each main point supported with relevant subpoints, examples, stories, useful facts, statistics, and so on?
* Are the unfamiliar terms defined?
* Is there any information presented that is missing a citation, but might need one?
* Are there any places where additional information is needed?
* At the end of the speech, what questions would you have for the speaker?
* **Are you doing “more with less”?**

**Delivery**

* Have you done at least six, timed rehearsals of your presentation?
* Are you able to speak extemporaneously? Are you talking with us, like an enlarged conversation?
* Are you maintaining your personality as you present?
* Are you incorporating effective and purposeful: gestures, movement, eye contact, vocal variety, and so on?