

## Individual Speak-Off Guidelines for 2009

Registration forms must be postmarked by May 15 for ID speak-off participants. Form is included.

Tennessee Federation of Business and Professional Women

Individual Development Chair: Deborah Turner Brasfield

2095 Exeter #80-274

Germantown, TN. 38138

Cell/daytime: (901) 652-7517

Home/evening: (901) 754-7517

Email: [dtbrasfield@comcast.net](mailto:dtbrasfield@comcast.net)

Call Deborah with any questions. BPW Regional trainers are listed under Individual Development in the [www.bpwtn.org](http://www.bpwtn.org) website.

We will follow the recommended guidelines from BPW/USA in order that our participants will be best prepared for state and national competition. It is suggested that locals follow the same guidelines in preparing a representative for State competition.

Local organization members and /or the Individual Development Chair and Committee can search for participants for the ID program throughout their local and community. For ID competition the participant must meet the following guidelines:

### BPW/USA National Level

1. Be living, working, training or continuing their education in the area served by the sponsoring local organization conducting the program
2. Participate must be a BPW member in good standing. (Membership dues must be current with local.)
3. Have completed the past ID program in the preceding 3 years **or**
4. Have completed modules 1-14 of the Individual Development Program.. Must be taught by BPW trainer. Trainers are listed on state website.
5. Met all State Award guidelines, and be the State Winner, Runner-up, or the officially designated representative of the state federation.
6. Support the BPW/USA mission and vision. Individual Development representatives must review the national legislative platform and pledge that they will not speak against platform items in their capacities as State Individual Development representatives, if selected.

The State Individual Development (ID) representative must have participated in the state federation's selection program and must be a member of BPW/USA to be recognized as the Individual Development representative of that state at National Conference.

State ID Speak-Off will be held at State Convention. Time and location will be listed on agenda.

Some of the following tips can be found in your Oral Presentation module #5 and participant information can be found in the Planning Guidelines on [www.bpwusa.org](http://www.bpwusa.org) or in your new ID CD. (this can be ordered from BPW/USA.)

Selection process will include 2 types of speeches delivered by the participant.

- A 5 minute prepared speech and a 2 minute impromptu speech.
- Each phase is timed with warnings given at 30 seconds before time and the timer standing at the 5 minute or 2 minute mark. Participant must be within 10 seconds before or after the 5 or 2 minute mark or 10 points will be deducted. .
- Timing begins when the participant starts speaking and ends when they stop speaking and step away from the podium.
- NO PROPS are allowed in the competition.
- Judges are given a scoring sheet with instructions and are not allowed to interact with the participants until the competition is completed.
- Interview process.

State ID winner is encouraged to attend National Conference and there will be competitive activities at the national level. The National ID Committee will have exciting workshops, meetings, and networking/social events scheduled during the National conference for the State ID representatives.

Participants need to understand that there are expenses that will arise for the participants for the state and national competition. Local and State may provide funds to cover some or all expenses. Local, District, Region and State fundraisers or obtaining sponsors for ID can be helpful in providing these funds. It is not unreasonable to expect participants to provide for some of their expense. Participants need to check State and National Conference dates in order to plan their schedules accordingly.

A copy of the judging criteria is included. Timing is important. If you are plus or minus 10 seconds or less from the desired 5 or 2 minutes then there is no point deduction. For speaking 11 seconds under the 5 or 2 minutes or by speaking 11 seconds longer, 10 points will be deducted.

Props and visual aids may not be used by ID participants in competition. It is recommended that speaker remain at the podium and use the microphone in competition.

Tips for general public speaking:

1. Know the room. Be familiar with equipment and set-up of room.
2. Know the audience- for competition = your fellow BPW members (& judges)
3. Know your material – remember practice, practice, practice. Use note cards as outline, memorize, but keep it fresh.
4. Relax.
5. Visualize yourself giving your speech and being successful. Speak in a loud, clear, and confident voice.
6. Realize that the audience wants you to succeed. Audiences want you to be interesting, stimulating, informative, and entertaining. They do not want you to fail!

7. Don't apologize- if you stumble or get tongue-tied- stop, smile and repeat statement. If you lose your place, say "Now where was I?"
8. Concentrate on the message- Focus your attention away from your own anxieties, and outwardly toward your message and audience. Your nervousness will dissipate.
9. Turn nervousness into positive energy. Have passion for the subject of your presentation, use movement, and body language to show your enthusiasm for the subject.
10. Gain experience. Experience builds confidence, which is the key to effective speaking. This is key – PRACTICE.

Impromptu topics can be taken from BPW/USA issues or other general topics pertaining to working women.

Sample questions:

1. It has been said that if you wish to receive, all you have to do is ask. What are some legislative benefits you want to receive within the next 5 years?
2. What would you do to make it possible for all eligible Americans to vote?
3. You have been given \$10,000 to spend on a humanitarian project. What project would you choose and why?

Practice with these questions and review the following suggestions on organizing your thoughts for an impromptu questions. Have a friend help you with others. Practice, Practice, Practice! Take 15 seconds to write down your thoughts – this will help you learn to organize for an impromptu.

1. Think - Any topic can be split into components. Before you speak, break it down in a pattern of organization such as:
  - a. past, present, and future (time oriented) and/or
  - b. by topic to be covered and/or
  - c. the pro's and con's of an issue
2. Give introductory remarks, such as:
  - a. What is your relationship to the topic? And/or
  - b. How does the topic impact our personal or professional life? And/or
  - c. Why is the topic of interest to you?
3. Transition to your main points by stating what you will cover.
4. Deliver the points of your presentation in an orderly fashion
5. Summarize your points.
6. Conclude with a strong close. Maybe a call to action.

The 5 minute prepared speech should pertain to one of the following legislative platform topics:

Equal Rights Amendment  
 Educational Equity and Funding  
 Reproductive Choice  
 Domestic Violence  
 Civil Rights

Pay Equity  
 Dependent Care  
 Health Care Equity  
 Affirmative Action

Remember during this competition and as a ID representative for BPW you may not speak against the BPW platform. You may review these issues on the BPW/USA website. [www.bpwusa.org](http://www.bpwusa.org) Information for your prepared 5 minute speech can be found on this website along with you local library or online through other websites pertinent to your topic.

Following is general information on how to organize your 5 minute prepared speech. Time it. Fine tune it! Tape yourself. Fine tune it! Practice in front of friend or small group. Ask for suggestions. Fine tune it! Practice, Practice, Practice! Take your time and use pauses appropriately. Remember 11 seconds over or under can mean a deduction of 10 points.

1. Determine the Type of Presentation.
  - a. Is it to influence (convince, motivate, change behavior, purchase products/service?)
  - b. Is it to inform (transfer knowledge or skill, explain a concept or situation, demonstrate?)
  - c. Is it to inspire (motivate, recharge, entertain, move?)
  
2. Determine the Presentation Objectives.
  - a. What action do I want the audience to take?
  - b. Who is my audience?
  - c. Brainstorm the needs – your needs, the audience needs, third party needs like the conference, convention, organization, etc.
  - d. Focus needs into 3-4 clear, concise objectives.
  - e. Test your message from the various audience learning styles. See it, Hear it, Touch it?
  
3. Be aware of all parts of presentation
  - a. Opening (Grabs attention, set the tone, and direction, clarify purpose, audience benefits and build rapport.)
  - b. Body – the 3-4 Main Points that builds on your main objective.
  - c. Closing (Reinforces your key points and attaches some emotional response to evoke positive action.)
  
4. No Props may be used in Competition.
5. Review the limitations/restraints
  - a. Time – preparation/set-up and presentation
  - b. Location – room set-up, logistics,
  - c. Budget
  - d. Equipment – no props in competition.

Determine the action, Define your audience, Focus these needs into objectives, Keep objectives short, test your objectives – are you making your point. Remember keep within the time limitations.

You will be shown a 30 second warning for the 5 minute prepared speech and for the 2 minute impromptu. You will be shown when time is completed (usually timer will stand) – you then have only 10 seconds to complete before losing points. This is why it is so important to time your Speech and be aware of the 30 second warning.

Judging Criteria for 5-minute speech:

Scoring	Points	Examples
Preparation	1-10	Good opening, used notes, from memory
Content	1-10	Logical, Communicated knowledge of subject
Self-Confidence/Poise	1-10	Confident, relaxed manner, Voice tone
Clarity	1-10	Word Choices, easy to understand
Expression/Gestures	1-10	Good facial expressions, effective gestures
Posture/Eye Contact	1-10	Position at podium, looked at audience
Audience Interest	1-10	Appropriate to audience, held attention
Topic Selection	1-10	Relevant to women, specific topic, clear title

Timing -10 or 0  
 Within +/- 10 seconds = no deduction  
 +/- 11 seconds or more = 10 point deduction

Maximum: 65 points

Judging Criteria for 2 minute impromptu:

Content/Organization	1-10
Self-Confidence/Poise	1-7
Clarity	1-5
Expression/Gesture	1-5
Posture/Eye Contact	1-4
Audience Interest	1-4

Timing same as above: +/- 11 seconds = 10 point deduction.

Maximum: 35 points.

You may also go through a short interview process, this may include information concerning you BPW activities, work experience etc.

How do I start?

1. Pick your topic from the legislative platform – one that you are passionate about.
2. Do your research – use the above guidelines above to make notes to support the needs, actions etc. Use statistics when appropriate.
3. Use a story when it will reinforce your point. Keep anecdote short.
4. Choose 3-4 major points – more will confuse your audience.
5. How do I open? You can ask a proactive questions ie: “How many of you in this room have purchased a foreign-made product this week?” You can start with a startling statement- “Nearly everyone in this room has passed up and opportunity to become a millionaire.”
6. Use current events when it is needed to support your point.
7. Use Quotes from famous people – alive or dead!
8. Trivia questions, statistics and little known facts are good – “Did you know that a lightning bolt has enough energy to light up a city?”
9. Your summary may include a repeat of your major points and a call to action – write, call, visit....
10. When you practice be aware of words or non words that you repeat: ummm, I mean, ok etc...The more you practice, the more comfortable you are and the less you will use these fillers. Remember a pause with silence is ok while you gather your thoughts, find your place.
11. Do not open with just: “Good morning ladies and gentlemen!”
12. Humor can be a great tool if done in good taste and helps make your point. Again keep it short.
13. Take a deep breath, visualize yourself successful. The audience wants you to be successful.
14. Have good eye contact – look around the room.
15. Wear business attire, a pants suit, skirt with jacket, dress, dress with jacket.
16. Avoid flamboyant jewelry, keep it conservative for the competition.
17. Remember to smile (when it is the right timing) and make contact with audience.
18. BE PREPARED.
19. CONTACT DEBORAH BRASFIELD OR ANOTHER TRAINER WITH ANY QUESTIONS. Contact information on [www.bpwtm.org](http://www.bpwtm.org) and on first page of this handout.