

# IMPAC™ Speech Prep Sheet

## ***Building the Content***

**INSPIRATION:** What do you want your audience to know?

I want my audience to know \_\_\_\_\_,

**MOTIVATION:** Why do they need to know?

so that/because \_\_\_\_\_,

**PERSONALIZATION:** How did/does this message impact you personally?

I can demonstrate experience by \_\_\_\_\_  
\_\_\_\_\_.

**APPLICATION:** What do you want your audience to do?

I want my audience to...

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

“Make the  
**A.S.K.**”

An **Action**

that is **Specific**

and **Known.**

**CLARIFICATION:** How will I help my audience remember?

I will help them to remember by using

Story     Object     Acronym     Picture     Repetition     Alliteration

Other: \_\_\_\_\_

What sense(s) will I use? \_\_\_\_\_

## **Packaging the Delivery**

Think about these parts of your delivery as you plan/practice your 3<sup>rd</sup> speech. Where can you use these in a way that supports your message? Jot down ideas underneath each category.

### **FACIAL EXPRESSION:**

- Appropriate expression -- matched the message, relaxed, warm
- No obvious or intentional expression, missing a smile
- Expressions contradicted the message or appeared unpleasant, tense

### **EYE CONTACT:**

- Intentional, thoughts completed before gaze was shifted
- Attempted, but could use more work
- Disconnected, shifting, "bird-watching", avoids the audience

### **VOICE:**

- Minimal voice used for effect? (Soft, gentle expressions, whispers?)
- Optimal voice used effectively? (Good expression and pronunciation of words?)
- Maximal voice used for effect? (Moments of louder volume, intensity?)

### **GESTURES:**

- Intentional -- meaningful, purposeful, descriptive, not overdone
- Sparse, could have been used more
- Distracting or nervous – twitching, scratching, adjusting clothing, clenched fists, squeezing fingers

### **BODY POISE:**

- Confident, appropriate movement for the context/audience
- Lacked appropriate variety, and/or intentionality
- Not confident; poor posture, propped on podium, stiff/nervous

Additional Notes: