

Cicero

A framework for Public Speaking

What is Cicero?

Cicero is a framework for *Public Speaking*. With Cicero you will be able to build clear, interesting and effective speeches for every occasion: a wedding talk, a presentation of a new product, a meeting in front of hundreds of people.

Place the cards on a table, stick them to a wall with adhesive putty or browse them in your hand: you will immediately gain control of your exposition.

How can Cicero help you?

CHOOSE THE CONTENT

To build a good speech, the most important thing is to accurately select what you want to say. Cicero, right from the first writing of your draft, will help you not only to find the most important things to say, but also to define the quantity of information to present, the number and the type of main points to develop and the topics to avoid.

ORGANISE THE CONTENT

A random disposition is not good: you should organise your content in the best way. With Cicero you will know exactly when to say the things you want to say! You will take your public by the hand, and they will follow you wherever you want!

TAKE CONTROL

Now you just have to learn the speech. This stage is sometimes the most difficult: when performing, people often have the sensation of not knowing what to say, they have cold sweats and would do anything not to be given the floor. With Cicero you will forget those feelings. Following the instructions you will be able to manage your speech in the best way. You will learn how to use your voice, gestures and “special effects”, and at the end you will know the speech so well that you will have no more fear and, on the contrary, you will look forward to the next chance to speak again in front of an audience!

If you follow the Cicero cards, you will create an effective structure for your speech. In fact, Cicero is based on the most important oratorical theories, from Cicero’s *De Oratore* to the latest studies of pragmatics.

You will be able to organise all of your content in the most effective way according to the occasion. Using Cicero you will know what the purposes of your speech are, you will determine the most important things to say and the order of exposition.

Rem tene, verba sequentur!

How is Cicero composed?

Cicero is a deck of 26 cards, divided into three main groups: **GROUNDWORK**, **MAIN POINTS DEVELOPMENT** and **STRUCTURE**. Each group represents an aspect of the speech.



GROUNDWORK

x7



M.P. DEV.

x5



STRUCTURE

x14

During the **GROUNDWORK** stage, you set the target, you study the audience and the occasion, you decide the language and the things you will need for your speech.

In the **MAIN POINTS DEVELOPMENT** stage you will select the Main Points of the speech, the topics and data on which you want to base your contribution. You will also set the **PATTERN** that you want to follow, i.e. the transition method from one Main Point to another.

The **STRUCTURE** stage is the final one and also the most complex. You organise your content in an effective structure. You will also take care of the performance. The text is written and proofread, the figures of speech are included, the changes of voice are set along with the slides and prompts. Eventually, you will study the text and rehearse it.

Get ready!

Find an empty wall, a table, or another free surface. Grab some **POST-ITS**, some **ADHESIVE PUTTY** or **TAPE**, and a **PEN**. Now you are ready to visually build your speech!



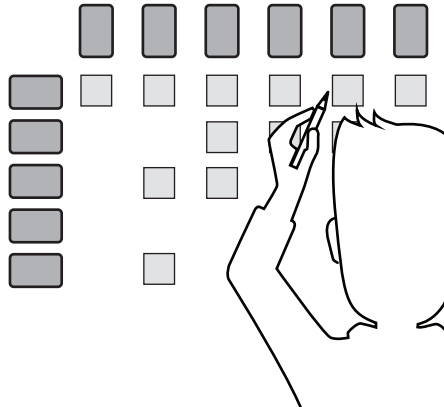
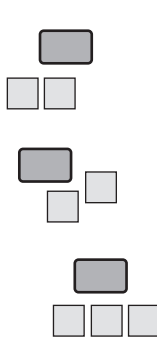
CICERO



POST-IT

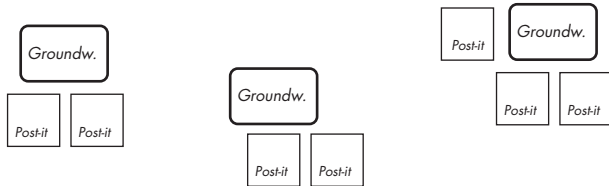


TAPE
or ADHESIVE PUTTY



Groundwork

The **GROUNDWORK** cards are the white cards in your deck. There are 7 Groundwork cards. Place them wherever you like on the wall with your notes around them.



When building a speech, you have to consider many different elements. It is essential to study the audience, use an adequate language, know where you will speak and how much time you will have. The Groundwork cards will help you with these factors.

GOAL For an effective speech, it is essential to exactly know your goal. What do you want to obtain? What's your specific purpose? Write your ideas around this card. Usually a speech can have three main objectives: to persuade, to inform or to entertain. For example, the speeches of politicians or sellers have the goal *to persuade*: they want to convince the audience to execute an action (to vote for a party, to buy a product, etc.). Speeches *to inform* are those business related, in which the goal is to inform the audience about the achievements or the problems to overcome. *Entertainment* speeches are made to amuse, engage or touch

the audience. Typical examples of this are the best man's or bridesmaid's speeches at a wedding.

Set your goal. For example: persuade to buy my product or vote for my party; inform about the product features, the party programme or the company achievements; entertain during the idle times of an event to engage, to amuse, to touch the audience.

Often speeches have more than just one goal – a politician has to persuade, of course, but he/she also gives out information and usually tries to entertain the public; an entrepreneur gives precise information about the company, but he/she avoids being boring and surely tries to be convincing – but every speech has a fundamental goal, and you should write yours down next to the Goal card.

That will help you to focus during the whole writing process and to guide your choices.

DURATION Find out how much time you will have for your speech, in order not to cut the intervention short or find yourself in front of the audience with nothing left to say. If you don't have precise indications, set the duration of the speech yourself. If you don't know how much your speech should last, have a look at *Appendix n.1* which suggests average durations of speeches by type.

The Duration sets the number of Main Points (the main topics, see *the Main Points Development section*). Usually the strategy is the following:

From 5 to 10 minutes	2 Main Points
From 10 to 15 minutes	3 Main Points
From 20 to 25 minutes	4 Main Points
From 30 to 60 minutes	5 Main Points

TARGET Who is your audience? Find out who will attend your speech and consider the following factors: number of listeners, average age, prevailing gender, level of education, cultural background, knowledge of the topic and the jargon, interests.

You will choose your style and contents, based on these factors. If it is a young audience speak about the future, if it's an old one refer to the past; if they know the technical terms don't explain them, if they don't know them avoid or explain them; if their educational level is high use a refined language, otherwise a more simple one. Don't forget to preempt their expectations and objections! Give the impression that you know your audience, allude to specific examples and be empathetic.

LANGUAGE Once you know your audience, which language is better to use? In an official and serious occasion use a more formal tone, while

in an intimate situation a more modest and friendly one. If you are consistent with the context, the audience will feel well disposed towards you and you will have made a big step forward to convince them.

Be particularly aware of: technical terms (should I use a jargon or avoid it?); difficult or foreign words (can I use uncommon, new, popular or foreign words?); syntax (should I use long and complex sentences or short and sharp ones?) As a rule, if your audience is not a very specific one we advise you to choose clarity and simplicity of language.

EXPECTATIONS/OBJECTIONS After having analysed the audience, try to read their mind: imagine what will be the expectations of the listeners or their eventual objections.

- **Expectations:** the audience will probably have an opinion about the topic you will discuss. Before writing the speech, try to imagine their

main expectations and to fulfill (or refute them) during the speech.

- **Objections:** what objections will the audience have? It's too expensive, it's difficult, it's not possible, I don't trust him, I haven't understood? When explaining your Main Points, do make sure to include the answers to these problems.

EQUIPMENT The equipment is everything you will need for your speech: notes, copies, microphone, amplification, slides, projector etc. In this stage make sure to anticipate every possible need: if you can, visit the place in which you will speak and test the equipment, verify the hardware and software compatibility, in order to avoid glitches. You will be more relaxed and your speech will take advantage of that.

Main Points Development

One of the most common mistakes when writing a speech is to start writing without knowing exactly what to say. That's why the Main Points Development stage is crucial. Think of that stage as a brainstorming.

Ask yourself: «What do I want to say, or do I have to say? What are the essential things? What are the main points of my talk?».

Each **MAIN POINT** is a definite concept that you should express with a **KEY SENTENCE** like: «They are a fabulous couple», «My product is useful», «The company that I represent has an amazing history». These are the topics of your speech.

Then, you will have to develop each Main Point giving a description, some facts or some anecdotes to validate it. If you want to say that the

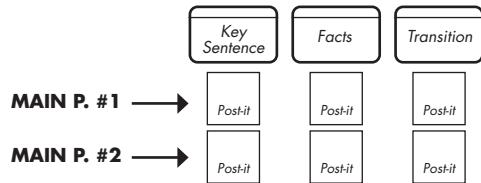
groom is loyal, you should tell an example of that; if you are advertising a product, you should describe it and tell why it is useful, and so on. To affirm a concept is not enough, you need to give **FACTS** that confirm it.

But how do you move from one Main Point to another? It is better not to do it abruptly, speaking about a topic and then suddenly moving to the next. Instead use a **TRANSITION**. Often it is just a sentence: «I've described the product, now I want to tell you how we designed it», or: «One year after, an event showed us that...»

Putting together a **KEY SENTENCE**, **FACTS** and **TRANSITION** you will define a **MAIN POINT**, one of the core points in your speech.

Main Points Development Cards

The **MAIN POINTS DEVELOPMENT** Cards are the red cards in your deck. Each **MAIN POINT** is composed of **KEY SENTENCE**, **FACTS** and **TRANSITION** between one Main Point and another. Place the cards in this sequence and develop a Main Point per row.



Under **MAIN POINT (KEY SENTENCE)** collect the Key Sentences for the Main Points you want to develop. What do you want to say? How do you want to persuade, entertain or inform the audience? For example, at a wedding a Key Sentence could be: «He will be a loyal husband»; at a political meeting: «Our party will change the situation»; at a company meeting: «Sales have improved last month». Write down everything that comes into your mind and place the post-its under the Key Sentence card. Organise them according to their relevance, the most important being placed at the top.

PLEASE NOTE: every Key Sentence will be part of a Main Point. Check the appendix about Duration: how long will your talk last? Did you find too many, or too few, Key Sentences? If you have too many of them, what you can erase? Alternatively, can you put two of them together?

Now it's time to think about the Facts to confirm every Key Sentence. Write under the **MAIN POINTS (FACTS)** card, next to each Key Sentence, the Facts that endorse it. Using the previous examples: at the wedding, a fact could be an episode about the loyalty of the groom; at the political meeting, the showing of future projects or results already reached; at the company meeting, the figures of growth and trend graphs.

PLEASE NOTE: at this stage, you are not writing the speech yet, you are just collecting the ideas in an effective way. Write down just a few notes, words and sentences to express the concept. You will develop the speech after this, in the Structure phase.

Now, under the **MAIN POINT (TRANSITION)** card you can decide the transition from one main point to the other. Transition is important to keep the public's attention: it should be smooth in order to guide the

audience and not lose them. It can be a simple sentence, a quote, a joke, a slide, or a particular gesture! Don't worry if you don't have an idea at this stage: you will be able to come up with ideas during the writing of your speech.

Now look at the work you have done: each line of Key Sentence, Facts and Transition is a Main Point of your speech!

Once you have defined the Main Points, the most difficult part is done. Now you just have to think about how these Main Points will interact with each other. What key point will you use first? And what are the relations between your key points? With the **PATTERN** card you will decide the structure on which you will build your talk.

In the next pages you will find a list of the most common and effective basic patterns you can use for your speeches.

BASIC PATTERNS

Chronological This implies a chronological progression from one Main Point to the other. The topics will be presented from the first to the last (or vice versa): «in January we produced that much, in February we experienced a decrease» and so on. This pattern is perfect for the professional speeches: product presentations, company speeches etc. It can also be good for moving the audience through the changes that took place or the achievements obtained.

Spatial This follows the geographical order of the events. The progression from one Main Point to the other follows a proximity/distance logic. It is obviously very useful for technical analysis of regional trends, but it could also be used for creative purposes too: just think about a best

man's speech in which an amazing love story is told through the places in which it took place in!

Cause and effect The themes follow one another according to a causality parameter. It is very useful to underline the achievements, or the future consequences of actions, and that's why it is often used to convince the audience: «If we fail to do this, something awful will happen!»

Analytical The subjects are presented in an organised order, analysing the different elements of each of them. For instance, you can start from the biggest elements and then arrive at the details, in a fashion typical of university courses. It is useful for examining a subject in depth, a particular event or the different aspects of a problem.

Problem-solution A problem is presented and its solution is shown right after. It is also possible to introduce more than one problem (one each as a Main Point). This model is suitable for every kind of speech. At a wedding: «How to always be a happy couple? Loving and respecting each other etc.»; in a political speech: «How can we overcome the crisis? With intervention, innovation, choosing the party etc.»

■ PATTERNS WITH CREATIVE CONCEPTS

Basic patterns work fine in most situations (company speeches, wedding speeches etc.) and are a safe choice. But many other creative patterns are possible. If well built, these patterns can even be more memorable and effective.

Where to find inspiration? A good way is to be inspired by the figures of speech (see *Appendix n.3*), expanding them from a single sentence to the whole speech. For example, we can extend a *comparison*: « This company is like a family», using this simple idiomatic expression as the creative concept of the whole speech: «Imagine you are inside a family: the CEO is the father etc.»

After analysing many speeches we identified some figures of speech that are more suitable to be used as a creative concept and we used them to develop some useful patterns:

Metaphor Pattern This comes from the figures of speech related to *similarity* like metaphors, comparisons, etc. When you use this pattern, your whole speech is built around a metaphor.

The audience loves it when you speak about something using unpredictable yet familiar images. You can use a metaphor during the introduction (for instance, you can tell an apparently meaningless anecdote and then explain it afterwards), or you can extend it to the whole speech, referring to it every now and then: «Taxes are the nourishment of the state: they give energy, they are redistributed, they are necessary but have to be balanced, etc.»

Heroic Pattern This comes from the figures of speech related to climax and is based on a crescendo of emotions. This model is widely used in the start-up speeches and TED talks, and can be the classical failure-success model, e.g. «We tried, we failed and thanks to that failure we got up again and we reached success!», or the “garage story”: «We were a very small company, basically two friends working in a garage, but with our hard work we achieved MainPoint#1, MainPoint#2, MainPoint#3 and now we are a well established reality».

List Pattern This is based on the figure of speech related to enumeration. If you have a long list of topics or data about the concept you want to express you can rely on a list, not necessarily an organised list, that can create a feeling of abundance in the audience. How do you end in a good way then? You can reaffirm the thesis at the end of the list, if it

is in accord with the elements listed, or on the contrary you can reveal your real opinion in contrast with everything you've said before (see also *ironic model* and *twist model*). Your strategy will be to exasperate the audience and then to end with a bang, e.g. «The results we achieved are [list]. We were able to [list]. All that is not only a success, but also a big responsibility. That's why we will [list]».

Catchphrase Pattern This is based on the figures of speech that relate to repetition. You continuously repeat the same sentence to create a refrain. Like a box that gets filled, the sentence progressively acquires the meaning of everything you've said between one refrain and the next, and the sentence becomes the slogan of the speech. The most famous example of this model is M. L. King's *I have a dream* speech. You can also use a catchphrase ironically if what you say is in contrast with the

sentence, e.g. «Everything is ok. [List of negative things]. Everything is ok. [List of bad news]. Nevertheless everything is ok. [...]».

Ironic Pattern This is based on the figures of speech of irony. With this pattern you develop the whole speech saying exactly the opposite of what you mean. It causes a feeling of estrangement, but by the end it's very fascinating and amuses the public. For instance you could criticise the Italian school system telling a series of clear lies like: «Juvenile employment is near to zero», or in a wedding you could pretend to believe that the bride and groom aren't in love with each other, giving evidences that clearly says the exact opposite.

Twist Pattern This is based on the figures of speech of overturning. With this pattern you deceive the audience with a final twist. As in the *ironic*

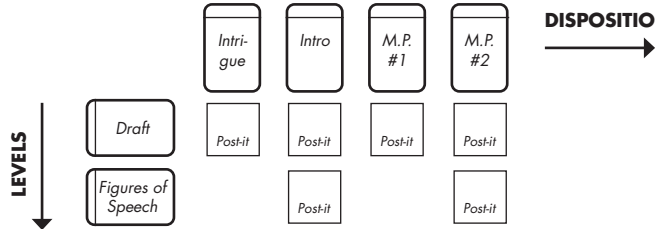
pattern you support positions that are the opposite of what you want to say, but in this case the audience discovers the truth just at the end. For instance you could pretend to support an unpopular thesis and then overturn the pretence at the end. With this pattern every strategy works, but the idea is to surprise the public at the end.

PLEASE NOTE

You can choose just one pattern for your speech, but you can also mix two or more patterns in one speech. For instance you can use an analytical pattern together with a catchphrase, or a chronological pattern for the whole speech but use another pattern for one of the main points. Patterns are prompts that can help you with the idea of the speech but feel free to mix, change or invent new ones.

Structure Cards

The **STRUCTURE** cards are the black cards in your deck. Place the **DISPOSITIO** cards in a row, according to their numbering, and the **LEVELS** cards below and to the left.



NB. Use as many Main Point cards as the number of Main Points you found in the Main Points Development stage.

You will build the structure of the speech with the **DISPOSITIO** cards. Once you set the goal, you've studied the occasion and the contents, you've built the main points, then you have to organise them.

Every Dispositio card is made of three elements.

INTRIGUE At the beginning of the speech it is very important to get the attention of the audience, to introduce yourself and to break the ice. This card is made of three components: Hook, Credibility and Relevance.

- **Hook:** exactly like in a performance the beginning is very important. To make an entrance in an great and interesting way is the key

to catch the attention of your audience. What can you do or say to gain their attention? You can start with a sound bite or a quote, a story, a personal experience, a question to raise curiosity, saying or doing something unusual or surprising. The Hook is the moment in which people forget distractions and instead concentrate on your speech.

- **Credibility:** once you have gained their attention, tell them who you are and why you are trustworthy in this topic. At a wedding you can say that you are a dear friend of the couple, at a conference you can refer to your past achievements etc. The audience must be willing to listen to you and trust you.
- **Relevance:** why are you speaking about this topic? Why should the audience be interested? Also explain also what you will talk about and why it is important to your audience.

INTRODUCTION This is the second part of the setup. After having specified the topic of the speech, you next explain, in detail, what are you going to tell the audience.

This card is divided into Promise, Problem and Solution.

- **Promise:** once you have introduced the topic, explain the benefit that the audience will have in listening to you. Don't be too specific, but hint at what you will be saying in the conclusion.
- **Problem:** what are the desires, the needs of the audience? Which problem(s) can you solve? Rely on these problems to get the attention of the audience.
- **Solution:** how will you satisfy the needs or solve the audience's problems? This is very similar to the Promise: you can hint, again, at the benefits the audience will receive at the end of the speech, when they'll find out how to solve their problem(s).

MAIN POINT #N The Main Point Cards are the core of the speech. Now it's time to put together all the elements found in the Main Points Development stage. Write, under each Main Point card, the Key Sentence, its Facts and the Transition to the next Main Point. Link the Main Points, taking into account the Pattern you choose.

CONCLUSION It's time to draw conclusions, briefly summarise your speech, encourage the public to take action and achieve your goal. The Conclusion card is divided into Recap, Call to Action and Benefit.

- **Recap:** rapidly summarise your speech, reaffirm the most important Main Points and the most convincing topics. Draw conclusions underlining the most important aspects.
- **Call to action:** now it's time to ask something of the audience. What was the goal at the beginning? After convincing the listeners, ask

something in a clear and explicit way. Be as pragmatic as you can. For instance: «On Sunday vote for our party; take advantage of the offer that ends today; inform other people about this topic; don't use your car if you don't need to because the planet is dying; make a donation to... ». Moreover, there's evidence that a temporal deadline makes the call to action more effective. Explain why the audience should act now. Examples of reason may be: «Buy now and take advantage of the discount; vote for me in this elections or next time it may be too late; book now, only three places left; train hard, the summer is coming, the competition is near».

- **Benefit:** everybody wants a reason to do something so, after having asked for an action, remind the audience of the benefits they will receive by doing so. Just by following your advice their problems will be solved or their needs satisfied.

Now that you have laid the **DISPOSITIO** card in a line, place the **LEVELS** cards in a column below and to the left. You will be able to develop the speech and mark where to insert figures of speech, gestures, slides and activities. The Levels cards are for your actual performance.

DRAFT Place this card below and to the left of the Dispositio line. Make notes about your speech, writing down the different parts of it below the corresponding Dispositio card. You can either write just a few notes on a post-it or write down the whole speech in order to split it into the different phases.

FIGURES OF SPEECH On this line, write which figures of speech you want to use. These figures of speech should cause an effect on the audience. In the *Appendix n.3* you will find a description of the main figures of

speech divided according to the effect that they can create. Choose the best ones, write them down on a post-it and put them alongside the arguments.

ENGAGEMENT It is very important to engage the audience. Write, on this line, the way you want to do it and when. You could set up practical demonstrations, exercises or tests, or prepare some questions for the audience to start a debate. If you are selling a product, show it and, if you can, let the public get their hands on it. If you are teaching, present some exercises. If you can engage the audience in a direct way, their attention will be stronger and the audience will have fun.

VOICES AND GESTURES This card is about the acting in the speech. On this line, write the different types of voice that you want to use and

when you want to change them. Also, mark the moments when you want to perform an iconic gesture.

- **Voice:** can be modulated with volume, tone and rhythm according to the topic or the reaction you want to create. In *Appendix n.2* some types of voice with their features are described. In this line, write down which voice you want to use and where to move from one voice to the other.
- **Gestures:** these are very important to capture the audience's attention. The best orators in history had gestures that they used according to the situation. On this line, write which gestures you want to make and when. Choose an iconic gesture for every key sentence: for instance, open your arms if you want to involve the people in your speech, or put your hands on the table to stress a sentence. Remember not to gesticulate wildly, you will just distract the audience. Gestures must just underline the main points.

SLIDES On this line, write where to insert the slides and the transitions from one to the next. Remember that the slides must be simple and clear, and their role is just to stress the main points. Use a lot of images and limit the text to absolute essential.

Appendix 1 - The Duration

A speech should never last more than 40 minutes, which is the average attention span of adults. According to Chris Anderson, the TED curator, the ideal duration of a speech is 18 minutes, that is enough to deliver important contents and to keep the audience's attention.

If the commissioner has not suggested your speech duration, or if you are free to choose, consider the average durations by type of talks/speeches in the following chart:

Type of speech	Duration in minutes
Toast	2-3
Bride's father	3-4
Best man - bridesmaid	4-5
Informative	3-5 minutes (President Trump announces Syria attacks, Barack Obama announces he's running for President)
Entertainment	5-8
Academic defence	10-15

Type of speech**Duration in minutes**

Launch of a project or an idea,
electoral meeting, business offer.

18 (Martin Luther King's *I have a dream* lasted 17 minutes)

Long speeches for an election victory,
a report, a presentation of a business
plan

40

Appendix 2 - Voices

Cicero, in the *De Oratore*, gave special emphasis to the *Actio*, that is the acting of the speech. The voice is a fundamental part of acting: it must always be loud and clear. In fact, you probably know the speech that you are acting by heart, but the audience is only hearing it for the first time.

Voice must be consistent with the emotions you want to evoke in the audience. Cicero suggested various type of voices with specific volumes, tones and rhythms; we have selected, below, the most useful and important ones. These different voices should be alternated in your speech according to the content.

ANTONIUS This is the voice of passion, often used by motivators and crowd pullers. It's the most energetic voice, good for asking for a strong action at the end of the speech, and to close the speech with determination.

Volume: high

Tone: medium to high

Rhythm: fast, insistent, with well placed pauses

CATO This is the voice of authority, to be used when you have to show leadership, when you are asking people to follow you in dire straits, when you are solving problems and taking difficult decisions.

Volume: medium to high

Tone: low

Rhythm: medium, with sharp pauses

CRASSUS This is the voice of laughter, of jokes and pleasantness. It can be also used when you want to be ironic. Try to smile when you are using this voice, because the position of the lips will affect your tone.

Volume: medium to high

Tone: high

Rhythm: fast, almost no pauses

DEMOSTHENES This is the voice of calmness, typical of gurus and spiritual guides. It's slow, used by people that don't want to dominate but are willing to listen to other people and choose words that don't hurt others.

Volume: low to medium

Tone: low

Rhythm: slow, long pauses

SCIPIO This is the voice of anger. It is used to show indignation, anger or inflexibility. It is ideal to criticize something or to provoke a feeling of intolerance in the audience.

Volume: high

Tone: medium to high

Rhythm: agitated, short and frequent pauses

Appendix 3 – Figures of Speech

Figures of speech are a different way to use the words compared to the everyday language, and they are used to express complex concepts or to raise emotions in the listeners. Every figure of speech has a main purpose. Let's see which are the most common figures of speech and which is their purposes.

AMAZE

With this figures you can surprise the audience and grab their attention with unexpected elements.

- **Metaphor:** replacement of one word with another, that has a sense similar to the previous one. Metaphor can be thought of, using a metaphor, as the "queen" of the figures of speech. Basically it is a

shortened comparison: the word that usually would be used in a sentence (e.g. «She is conceited») is replaced with another word, called a metaphorical term, (e.g. «She is a peacock»), that is related to the first but has a bigger expressive power. Metaphor is very often used in common language. Steve Jobs' famous speech at Stanford University ends with a metaphor: «Stay hungry, stay foolish».

- **Onomatopoeia:** the use of imitative and naturally suggestive words that reproduce the sound of the action or the thing that it means. For example Steve Jobs usually stressed the most important parts of his speeches with the word «Boom!»
- **Oxymoron:** an expression that produces an incongruous, seemingly self-contradictory effect, for example «cruel kindness».

HIGHLIGHT

Figures of speech used to underline a concept.

- **Antonomasia:** the substitution of a proper noun with a common noun (the Bard of Avon = Shakespeare) or of a common noun with a proper noun (he is a Don Juan = a playboy).
- **Hyperbole:** an extravagant statement or figure of speech not intended to be taken literally, as «to wait an eternity» or «the price of smart-phones today is sky-high».
- **Polysyndeton:** the use of a number of conjunctions in close succession. It slows down the sentence and gives a sense of growth: every element will appear more important: «We built schools and offices and hospitals».
- **Anaphora:** repetition of a word or words at the beginning or at the end of two or more successive clauses, or sentences. In the Obama

speech for the presidential election the expression «Yes, we can!» appears seven times at the end of different paragraphs.

- **Paralipsis:** the suggestion, by deliberately concise treatment of a topic, that much of significance is being omitted. In other words it suggests an omission of something that is effectively said. «I won't speak about the faults of the previous administration».
- **Prosopopoeia/Personification:** an imaginary, absent, deceased person or an inanimate thing is represented as speaking or acting. «What would the Nation say?»

ENGAGE

Figures of speech used to touch or engage the audience.

- **Litotes:** understatement, especially that in which an affirmative is expressed by the negative of its contrary, as in "not bad at all". It can be

used to emphasize a concept or to be ironic about something. «When the groom was young he definitely wasn't innocent!»

- **Climax:** a figure consisting of a series of related ideas so arranged that each surpasses the preceding in force or intensity.
- **Rhetorical Question:** a question asked solely to produce an effect or to make an assertion and not to elicit a reply. It is used for instance in the pro- abolitionism speech by Isabelle Baumfree: «Ain't I a Woman?»
- **Allegory:** a representation of an abstract or spiritual meaning through concrete or material forms; the figurative treatment of one subject under the guise of another. For example Animal Farm by George Orwell is a political allegory of events in Russia and Communism.
- **Irony e Sarcasm:** the use of words to convey a meaning that is the opposite of its literal meaning. An Italian student speaking at the inauguration ceremony of the academic year 2017 used irony to

underline the problems of Italian universities, saying things that were clearly wrong such as: «The unemployment of young Italians is extremely low». When irony is particularly bitter or is used to humiliate someone, it is called sarcasm.

CLARIFY

Figures of speech used to explain something.

- **Periphrasis:** a roundabout way of expressing something; a circumlocution. It is used, for example, to explain a word that your audience may not know: «The crowdfunding, that is a way to raise money from a community».
- **Pleonasm:** the use of more words than are necessary to express an idea; redundancy. It gives more force to the sentence: «This gift is completely free!»

- **Antithesis:** the placing of a sentence or one of its parts against another to which it is opposed to form a balanced contrast of ideas, as in "Give me liberty or give me death.". Another example is in the Martin Luther King speech: «I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character».
- **Chiasmus:** a reversal in the order of words in two otherwise parallel phrases. From the inauguration speech of J.F.K.: «Ask not what your country can do for you; ask what you can do for your country».
- **Comparison:** a figure of speech that expresses the resemblance of one thing to another of a different category, usually introduced by "as" or "like". The comparison can clarify a concept relating, for example, an abstract thing with an everyday object: «The realization hit me like a bucket of cold water».

- **Enumeration:** used for listing details. It is a type of amplification or division in which a subject is further distributed into components or parts. Writers use enumeration to elucidate a topic, to make it understandable for the readers. It also helps avoid ambiguity in the minds of the listeners. From *I have a Dream*: «When we allow freedom to ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, 'Free at last! Free at last! Thank God Almighty, we are free at last!'"»

Appendix 4 – Examples of talks

EXAMPLE #1 (GOAL: TO PERSUADE)

INTRIGUE

Hook	Do you know what this is? It's a plane ticket to London. It's already been paid for and the date of departure is on the 12th of June.
Credibility	The name written on it is mine, Mario Rossi, a young graduate
Relevance	that tried to build his future in this country, like many of you. Two years ago, I created a start-up with two friends that are here with us tonight. However, that start-up never took off. It is a common story. I can see people nodding, or lowering their heads.

INTRODUCTION

Promise	However, we must not give up. I want to write a new end to this story, because this is our story.
Problem	This is not a battle between them and us. Yes, them: the state, the paperwork, and the rotten system of banks.
Solution	We look at them as enemies, while they should support us. This is not our fault, but this is the problem we must try to solve.

MAIN POINT #1

Key Sentence	We had valuable ideas, but ideas alone are not enough.
Facts	We received the personal compliments of Tim White, CEO of TW, when we were in London to present our ideas.

We were one of their supported start-ups but the prize of 20 thousand euro wasn't enough to start the company in Italy.

We didn't have any support from banks, and the expenses to start the company were too much. Moreover, we didn't receive any subsidy from the government. Nobody was willing to trust three young men that had an idea that was difficult to understand – difficult only in Italy – and with no friends in high places.

Transition

"Let's try with the public administration," we thought. We all know how often the region funds projects from young entrepreneurs.

MAIN POINT #2

Key Sentence Now I can hear you laughing. You are right: to believe in public administrations and institutions is just a way to lose time, money, enthusiasm and energy.

Facts We had to drive 70 kilometers to have an interview. You know, those personalities only have face to face interviews. We had to explain our project several times to them, and they didn't understand it. At the end they funded a local cuisine restaurant. Try it, it's really good, you'll find the address on our site! (laughing)

CONCLUSION

Recap In conclusion, there are two ways to face a wall of taxes, paper work, no credits from banks and no help from institutions:

Use this ticket (show it again) and change country. Or try to change the country, starting from the basics: by not trying to do business today, but instead by putting our effort into creating the foundations that enable us to do business tomorrow.

That's why I am choosing to present myself as a candidate in the next elections for the party "New energy for Italy". I promise you that my attitude will be the same: the attitude of a young entrepreneur, not that of a politician. In fact, we've created a website on which I want to collect your suggestions on how to change the nation, from now to the next year.

Call To Action I invite you to sign up to the website, using your smartphone or the computers there at the back.

Benefit

In that way you will be able to participate and follow what we are doing, and to be informed about the development of our political project. Only in that way, by being committed to changing the world will we be able to build the future we deserve and that nobody will give us for free!

NB. The Goal of this speech is to persuade the audience to vote for the party of the speaker. The Duration is 5 minutes, and the Target are young voters. Language is simple with the use of new and business related words. The Pattern used is twist: the audience is not expecting a political speech until the end. The disposition of Main Points follows a chronological order as well.

EXAMPLE #2 (GOAL: TO INFORM)

INTRIGUE

Hook

Thanks to everyone for coming. Today you will finally have the answer to the question that has been swirling around inside your head for weeks: did we reach the annual turnover goal? I think that you will also be interested because your annual bonus depends on that! (smiling)

Credibility

This has been a very important year for me. I joined this company board 5 years ago and, despite the crisis we had to face, the increase in sales under my management has constantly continued to rise.

Relevance

This is the fruit of a teamwork and I thank you all for your enthusiast collaboration.

INTRODUCTION

Promise

The goal that we set last year was to reach a turnover of 1,6 millions Euro. A 3% increment that we expected, thanks to the delivery of our new products.

Problem

Even considering the condition of the market.

Solution

Well, the goal has been reached for the third year in a row! (pause for applause)

Congratulations!

MAIN POINT #1

- Key Sentence* The turning point came in June, when the sales of the new software, Dalila, overcame expectations, compensating for loss of Ulisse.
- Facts* We were in fact expecting 400,000 Euro from Dalila, but as you can see from the graph we actually made 550,000 Euro.
- Ulisse on the contrary failed to reach the goal of one million, stopping at 800,000.
- Transition* Let's take a look at the other months.

MAIN POINT #2

- Key Sentence* We can see that in the first quarter and in the last two months the trend was regular.
- Facts* Here we see the sales charts and trend graph.
- ### **CONCLUSION**
- Recap* As a result, the goal was reached and tonight we can celebrate with our families.
- Call To Action* However, this year also sent us a clear message: our main software, Ulisse, needs refurbishing. The company is already working on it. I invite you to take part in the next meetings with the technicians, so you can get to know the new features of Ulisse.

Benefit

It is important to understand and know about this updates, so you'll be able to sell the product and to address the problems that our new clients are pointing out.

Thank you, now let's celebrate!

NB. This speech has the Goal of informing about the turnover of a company. Its Duration is 5 minutes and the Target is made of employees. The Language is technical. The Pattern used is chronological.

EXAMPLE #3 (GOAL: TO ENTERTAIN)

INTRIGUE

- Hook* Good evening. I can see that the groom is a little bit worried about my speech. Maybe he is right to be! (Smiling).
- Credibility* Let me introduce myself to those who don't know me. I'm Marco, I have known Alfredo (the groom) for 20 years. I had to deal with him since elementary schools (laughing).
- We spent all the most important events of our lives together, both at school and outside. We are just like brothers.
- Relevance* I want to tell you about two episodes in Alfredo's life that, in my humble opinion, point out his most significant qualities.

I'll let Maria discover his faults!
(Let people laugh)

INTRODUCTION

- Promise* I'll tell you about a moment during high school, when we still weren't even thinking about marriage. And about another one after the engagement of the couple that we are celebrating today.
- Problem* –
- Solution* –
- MAIN POINT #1**
- Key Sentence* At school, on a day in June just like today, Alfredo showed me his generosity.

Facts

My grades were awful and the teachers had already told me that I would have been failed.

Alfredo just couldn't accept leaving me behind, losing his friend, while he went on to the next class.

I remember that he started neglecting his studies, with the risk of lowering his grades, to help me study night and day, helping me in the subjects in which I'd had bad results.

At the end he managed to help me pass the exams and we could both continue school together.

Transition

Now let's speak of five years later.

MAIN POINT #2

Key Sentence

When he met Maria – and he was truly in love – he made me a promise: I will always be there for you. Loyalty is the second, great quality of Alfredo.

Facts

In the last 5 years, even if we didn't meet so often – and it is normal – Alfredo has always been present, both in the happy moments and when I needed some support.

CONCLUSION

Recap

Maria: you are a lucky woman. You have at your side a person with great qualities. I can tell you since I know Alfredo very well and I have experienced his kindness and loyalty.

In addition, I know that you are an exceptional woman. I can see it from the effect you have on him: I've never seen him so happy.

Call To Action Now, let's make a toast to the bride and groom!

Benefit Let's wish Maria and Alfredo a long and happy life, always together!

NB. This speech has the Goal of entertaining during a wedding and is spoke by the groom's best man. It has a Duration of 5 minutes and the Target are the guests. The Language is simple. The Pattern is chronological.

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