

My Election Speech

Soft Skills: empowerment, goal setting and communication – Quest 2

1. Make a strong introduction.

- Start your speech in a way that gets your audience's attention.

Example: “WE KNOW this world needs changing! And if there is one thing I would change, it is...” or “I know what you are thinking. You are thinking, why should I listen to this person? I will tell you why you should listen.”

2. Define your initial objectives and goal setting.

What do you want to achieve? How will you achieve it when you become president of the world?

Remember that the objectives should meet the SMART criteria:

3. Specific
4. Measurable
5. Achievable
6. Relevant
7. Time-bound

Example: “[specific:] I will use the power you give me to guarantee EVERYONE in this world a warm apple pie every sunday! [measurable:] That is 8 billion pies from 40 million bakeries every seven days. [achievable:] We have the resources and we have the plans! [relevant:] It will reduce hunger in the world significantly! [time bound:] And it can be achieved before next summer!”

8. Explain the benefits

Target your audience here in this room and explain how your plans will benefit them.

9. Be convincing

Why should they believe you? Convince them that you will fight for this cause and no one else would do it better. Tell them about your values and qualifications.



10. Keep your ideas short but strongly worded

Don't use complex sentences. Keep them short and use breaks in between them to look up to your audience.

11. End humbly

Don't tell your audience to vote for you, tell them you would be honored if they did or hint that they should.

Example: "Remember to vote on saturday. And remember that I am here, ready to fight for you."

