

THE ELOQUENT MINDS

Speech Preparation Guide

Bridging Academic Learning and Professional Communication

OUR MISSION & VISION

We bridge the gap between academic knowledge and real-life professional experience. We transform how young professionals in Tanzania communicate—in English and Swahili—to become influential leaders in their fields.

1. BEFORE YOU START

Choose a Meaningful Topic

- **Real-world focus:** Your speech should address actual challenges or opportunities in Tanzania/East Africa
- **Professional context:** Connect to your field: tech, business, healthcare, agriculture, finance, etc.
- **Personal experience:** Draw from your work, internship, or academic project—not just theory
- **Examples:** 'How I Built My First Startup,' 'Digital Transformation in Tanzanian SMEs,' 'Healthcare Tech Solutions'

2. SPEECH STRUCTURE

SECTION	TIME	WHAT TO DO
Opening/Hook	30 sec	Grab attention with a story, question, or surprising fact relevant to Tanzania
Context	1-2 min	Explain the problem or opportunity. Why should listeners care?
Your Experience	2-3 min	Share what YOU did, learned, or discovered. Make it personal and relatable.
Key Insights	1-2 min	What did you learn? What can others apply to their careers?
Call to Action	30 sec	What should listeners do with this knowledge?

3. PREPARATION STEPS

Step 1: Brainstorm & Research (1-2 days)

- What problem/opportunity do you know deeply?
- Gather 3-5 data points, examples, or statistics from your field
- Write down your personal story related to this topic

Step 2: Write a Draft (2-3 days)

- Write naturally, as if telling a friend

- Include: opening hook → problem → your action → lesson → call to action
- Aim for 5-7 minutes (roughly 650-900 words when read aloud)

Step 3: Practice & Refine (3-4 days)

- Read aloud 3-5 times. Time yourself.
- Cut unnecessary words. Keep sentences short and punchy.
- Ask your mentor or a friend for feedback

Step 4: Memorize Key Points (2-3 days)

- Memorize your opening and closing completely
- Know the main points, but don't memorize word-for-word (sounds robotic)
- Practice with natural pauses and eye contact

4. SWAHILI INTEGRATION (OPTIONAL BUT ENCOURAGED)

- If presenting in English, sprinkle in 2-3 key Swahili phrases naturally
- Or deliver part of speech in Swahili, part in English
- Examples: greetings, cultural concepts, local terminology
- This strengthens your professional Swahili and honors our mission

5. ON SPEECH DAY

- Arrive 15 minutes early. Test microphone/setup.
- Breathe deeply. You've prepared—trust yourself.
- Speak clearly and slowly. Make eye contact with the audience.
- Use natural hand gestures. Don't hide behind the podium.
- Pause after key points. Let your message sink in.

6. AFTER YOUR SPEECH

- Listen carefully to evaluators' feedback without defending yourself
- Meet with your mentor to discuss how to apply feedback next time
- Reflect: How can you use this improved communication in your actual job?

7. WHAT EVALUATORS ARE LISTENING FOR

- **Clarity:** Is the message clear? Can we follow your thinking?
- **Relevance:** Does this matter to Tanzanian professionals? To your field?
- **Authenticity:** Do you believe what you're saying? Does it feel genuine?
- **Delivery:** Eye contact, pace, confidence, natural voice

- **Impact:** Will listeners remember this? Will it change how they think or act?