

# How to Change the World in 2014

JANUARY 9, 2014 BY [NICK MORGAN](#) [5 COMMENTS](#)

The only reason to give a speech is to change the world. The world, in the case of your next speech, is that audience right in front of you. It's an incredible opportunity – a group of people has voted with its feet and put butts into chairs to listen to you. These people are keen to get something – preferably life-changing – out of the experience. Go for it!

So how do you change that audience? You persuade it to think differently about something. *A speech is a persuasive act.* Perhaps your goal is only to get them *thinking* differently, but the best speeches lead to action. The audience hears you, leaps to its feet, and goes forth to conquer malaria. Or save pandas. Or exceed 2014 sales goals.

How do most people attempt to get this difficult feat accomplished? They begin by saying something like, “Let me

tell you a little about myself and my company.” Has that kind of opening ever led you to want to change the world?

Or worse, they begin by saying something like this:

*Is this thing on? (tapping the mike) Can you hear me? Uh, I, uh, sorry I was a little late. How is everyone out there? I can't see you, but you're looking good....I mean, it's great to be here in Littleton.....*

Can we agree to start all speeches more powerfully than that in 2014? Just that one change would lead to happier audiences, more engaged employees, and higher profits worldwide. I guarantee it.

How do you start that persuasive act powerfully? Frame the issue; signal your passion. Start with a story, a stat, or a question. Then take the audience on a persuasive journey.