

BONUS Great Speeches You Can Model

Game of Inches:

Watch how he paces his audience from a defeat mindset to a winning mindset. Notice his slow delivery that picks up as he builds up to an emotional climax. He also has a powerful set of frames - mixing hard truths with inspirational ideas. He uses personal vulnerability to inspire those that are losing to push that extra mile. Also notice the wonderful use of colourful metaphors and analogies.

V for Vendetta

This is an interesting speech because the actor has no facial expression. He uses pace, rhythm, tone and gestures to make up for the lack of expression. Again he uses powerful framing - in this case he frames the “chatty” emotional tone (which is non-threatening) with the more sinister content of his speech. Notice how he also moves from casual mannerisms and a slower pace to a more powerful rhythm backed by strong frames and a strong message. Also note how he’s NOT relying on guilt or fear as the motivator, but a greater, aspirational ID.

Frame Control:

This is a powerful example of frame control, especially the idea of a “contrast frame.” The frames here tend a little towards anger, but it is very quickly reframes that into pride. Notice again the colourful metaphors and analogies - strength, family, children, freedom. These are powerful and emotive ideas that change the anger quality he begins with into something more action oriented. Also note that he touches on shame a few times, but again redirects that thought before it can form fully and makes that part of a more aspirational ID.

Honesty:

This is a powerful speech. Part of the power in the movie comes from the contrast frame. Notice how he sets the character by evading any major decision at first. But when the BIG question comes, he clearly makes a choice to speak his actual mind and suddenly he becomes very powerful. This is a great example of someone moving people when he remembers his actual message. Notice how he uses a modification of the science frame (statistic frame). Notice also how when he starts being honest and connects to his message he suddenly comes alive. This is a good example of the “sow to fast” transition that creates a powerful impact. Keep watching to the end because he sets a third contrast from “uncommitted” at the start, to “anger and shame” in the middle, and then comes the powerful emotional moment when he doesn’t leave people in the place of shame, but inspires them to greatness.

[Watch it on youtube](#)

You're Special:

This is a great example of the Mystery Man opening. He uses a magic moment in his opening (the flower). Notice how the extended magic moment is very dramatic and symbolically makes his point much better than pure logic could. He uses stories to prove why he has the right to speak about his topic. He also uses humour to break the ice and bring the audience in. Notice how he diminishes himself (tears of shame) in order to set the contrast for the message. This is a wonderful example of how stories can be used to set powerful frames. Watch how he changes pace to keep people interested - from the slow pace of the mystery man, to the fast pace of passion. He makes a great use of contrast frames to frame his topic more powerful. Finally - pay attention to his use of call-back humour - building on the same theme and making it more powerful by associating more emotions to it.

Best Man:

This is a very interesting speech as it is done in song. This is a great example of how to use an extended magic moment to create a kind of magic moment. Music (which is the language of the emotions - and so the unconscious). This is another example of how engaging stories can be. I like this speech because it shows that you can be very much out of the box and pull it off if your message comes from the heart. It also shows the value of not taking yourself too seriously.

Earth:

This is an interesting speech. You do not see the presenter, it's just a voiceover. However he does set a very powerful set of frames. There is a very powerful aspirational frame that reframes conflict. The contrast frame is used very powerfully to ridicule the opposition, the "darker" side of man. This speech uses a very poetic tone to bring out the emotion of his message, which has the effect of both diminishing us (he makes fun of people's delusion of grandeur) and yet leaves us with a sense of nobility. A great use of frames achieves this.

Kennedy:

This is a very powerful speech. Robert Kennedy is running a great risk because of the hot political topic that he is talking about. Notice that he is using very powerful frames - he starts off with the shocking news, not hiding it. But then he goes to a more positive frame - revivifying the impact that Martin Luther King had on America. With that as his background frame, he does a great job of out framing violence, first by pacing it and then by using a "contradiction blowout" (contrasting Martin Luther's message against the desire for violence). Notice how his vulnerability, his willingness to share personal trauma, diffuses

much of the tension. Notice how willing he is to PAUSE and let the message sink in. Once again he does NOT shame or blame, he gives people an aspirational ID to live UP to and invest their emotions in, instead of leaving the emotions unaddressed and ready to explode. It is a short speech that changed very much - by simply redirecting people's emotions to something more productive. Notice also his KIND tone. He does not hide from the possibility of violence (or even the desire for it). He does not attack it (which would encourage retaliation), he rises above it and invites others to join him there. It is a very elegant speech given at a very difficult time.

Jobs:

This is a good example of a “conversational” speech. Jobs just starts speaking. He sets out clear frames about the problem. Note his body language and how his gestures PRECEDE his comments, demonstrating that he's being natural rather than over-coached. He has a very slow delivery, he uses pauses powerfully and once again - notice the ASPIRATIONAL theme. His presentation style is to throw out a point and then ad lib or make up on the spot an elaboration of that idea, very much like he's speaking to a friend. This is a great example of “quiet passion” - you don't need to be bouncing off the ceiling to show depth of feeling. It is very clear, how strongly he feels. At around 5.20 he makes a joke to make sure that the tone doesn't stay TOO constant. Also note that the speech was designed to PREFRAME an advert. So he picks up on the major theme of the ad beforehand using contrast frames (got milk & nike) to justify his choice of not mentioning the product. Note that he does NOT defend his choice, he simply FRAMES it as the only logic thing and lets people come to that conclusion on their own when they actually see the advert. He has set them an indirect puzzle to solve. The advert is another great example of using multiple stories - notice how the images show recognised geniuses (like Einstein) and then just through the Law of Association, the Apple brand is put into the same category. This is the same tactic as we used in the HSP seminar when I made a “shameful admission”