



START formula template

Strong Attention Grabber – Pull your audience in with a thought-provoking question, anecdote or fact. *1-2 sentences*

Topic Introduction – Highlight the importance of the topic, preferably linking with your future solutions. *1-2 sentences*

Assert Your Position – State your country's position on the topic, express your priorities and set a foundation. *1-2 sentences*

Reasoning and Solutions – Outline your approach and how it solves the problem, and how it can work with other delegates. *As much space as you can afford.*

Tie it Together – Summarize your main point, close with something encouraging OR express the potential consequences if a resolution is not found. *1-2 sentences*

4 Aspects to Any Great Speech



Clear Purpose: A great speech has a clear and specific purpose or message. In Model UN, that purpose is to pitch your policy proposal and start building your bloc.



Compelling Content: Great content includes stories, statistics, or examples to illustrate key points and make the message memorable.



Effective Structure: A great speech follows a logical structure. This includes an introduction to grab attention, a body to present key ideas, and a conclusion to summarize main points and leave a lasting impression.



Engaging Delivery: A great speaker uses voice modulation, body language, eye contact, and gestures to engage the audience and convey sincerity, confidence, and passion.

Establishing your brand

The opening speech represents the perfect opportunity to set up your brand for - so consider what you want delegates to remember about you.

- **Is there a particular idea that you want to be known for?**
- **Do you believe that a certain aspect of the topic requires more focus?**
- **Is your state especially focused on a certain aspect of the topic?**

Tools of Persuasion

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Hook - Grab attention and draw the room in



Repetition - Reinforce your message



Facts and Figures - Data can make you more persuasive



Quotes and References - Lift your credibility by citing authority figures.



Metaphors - Simplify complex topics



Call to Action - By inviting others to act, you show leadership



MUNprep

The Ladder Method

The Ladder Method is a useful technique for speechmaking that **helps students deliver speeches of varying lengths using a single prepared speech.**

1. **Write out your entire speech**, including all the ideas and key points you want to cover.
2. Structure your speech to **fit the maximum possible time**, which is typically 2 minutes.
3. As you go through the speech, **highlight specific sections with different colors or markings** to represent increasing amounts of time.

Perfect Opening Speech ✓

Fellow delegates,

Imagine a world where every breath we take just might be our last. But with every forest, every tree, disappearing with each passing moment, that reality is fast approaching.

Today, we gather as unified voices to address the climate crisis and deforestation - a crisis that transcends borders and political divisions.

The Delegation from Brazil stands firm in its belief that immediate and sustainable action is not only necessary but non-negotiable. Our position is clear: the world needs an international green fund, and operation GREEN is the only way forward.

This solution not only mitigates climate risks but fosters economic growth and job creation. Together, we can create a world that doesn't sacrifice its future for the present.

So, I leave you with this question: if not now, when? If not us, then who? Let us rise to the occasion and ensure that our actions today resonate for generations to come.



What they did right:

- Perfect use of the START formula
- Clear CTA and position outline
- Delegation name mentioned
- Project name mentioned
- Concise
- Strong conclusion

Bad Opening Speech ✗

Honorable Chair, distinguished delegates,

It is a privilege to be here today to discuss some very important topics that concern not just us but everyone. The world is changing, and with it, there are many new and continuing challenges we face as a global community. There are a lot of problems that need our attention, and it is important that we address them together, one by one.

We recognizes that the issue of climate change and environmental conservation is one of these challenges. The problem has many aspects, including important economic and social factors. It impacts many people in different ways, and it will take a great deal of work to solve them.

We are glad that we can discuss these issues today and see how we can share resources and knowledge. Perhaps if we can form committees and sub-committees to work on detailed studies, we might find ways to move forward.

So, in conclusion, we hope this conference will be productive, and we look forward to hearing everyone's thoughts, because only if we work together will we every solve these issues.



What they did wrong:

- Lack of engagement
- Delegation name not mentioned
- No real solution outlined
- Repetitive and wordy