

# Anchors

Anchors is the second part of the World Class Speaking tool kit of the PARTS Formula and follows on from Foundational Phrases that we covered in tip # 1.

Toastmasters World Champion of Public Speaking in 1999, Craig Valentine puts it this way “What is loose is lost” and conveys that if your points are not tied to an anchor then the points will easily be lost once the presentation is over but on the other hand points with an anchor will be easily remembered once the audience has long left the event. All they need to do is remember the anchor and they will be able to reflect to that point.

Anchors are defined as anything that gets you to remember the point and there are generally five main anchors to choose from and stories by far are the most popular. Bill Gove recognized as the father of professional speaking. Was noted for saying public speaking is to “tell a story and make a point.

The Five Anchors Or 5 “A” are:

1. Anecdote - Is a story, tale or yarn.
2. Analogy – A comparison
3. Activity – A action that involves the audience to some degree.
4. Acronym – An abbreviation
5. Audio -Visuals – Audio or Video content.

It is advisable for longer speeches, therefore that you should mix up your anchors and use activities, analogies, acronyms, Audio- Visuals along with your anecdotes. Just make sure every single point you make is illustrated with one of the five anchors. When your audience remembers the anchor, they will not forget the point, especially if the point is made using a strong Foundational Phrase.

Some questions you may like to ask yourself to clarify your anchors are:

1. How would you like to Illustrate your point?
2. How did you come to learn this lesson?
3. What in your life has reinforced this lesson for you?

In Summary:

Anchors are a huge part of what makes a speech impactfully and engaging to the audience and gives a message that is memorable that lingers with the audience for some time.

To recap an Anchor is the “A” in the World Class Speaking tool kit of the PARTS formula and is whatever you tie your point to for it to be remembered. The five anchor we have focus on are Anecdote, Analogy, Activity, Acronym and Audio-Visuals and has sometimes been referred to the “The 5 A’s of Anchors

Regards, Scott

Certified World Class Speaker Coach

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