

# JOCK ELLIOTT

## CHAMPIONSHIP SPEECH BREAKDOWN

### Speech Transcript:

Mr. Contest Chairman, **Ladies and Gentlemen**...

If **I** join Twitter or Facebook, **I** could have hundreds of brand-new friends just like that. **[SM]**

But how many of them would roll out of bed at three o'clock in the morning and come to **my** aid if **I** needed them? Probably not one. **[Q] [SM]**

So, who can **I** count on? **[Q]**

John Lau says in his Facebook page that everyone has a best friend at each stage of their life. Only a lucky few have the same one. **[SM]**

Well, **I'm just so lucky** because **I** have three best friends, and here they are...**[R3]**

The friends of **my** blood. The friends of **my** times. And the friends of **my** heart. **[R3] [SM]x3**

**First over here** the friends of **my** blood, that's **my** family. **My** mom and dad, brother and sisters, **my** children. This is an old friendship forged from birth, a life-long link between **my** past and **my** future. **[R3] [SM]**

Of course, we've had our differences, just like every family, but **I'm just so lucky** because we've got over those. **[CB]**

And in any way if **you** can't shout at **your** brother and sister, who can **you** shout at? And blood is thicker than water, and no one is thicker than **my** brother. **[Q] [SM]**

**Now here**, **we** have the friends of **my** times. Of school days and military service and good times

and bad times, of shared experience and common values. They're very important to **me**. [R3] [SM]

But **you'd** like them too because they think the way **you** do. They think, for example, that friends are the family **you** choose for **yourself**. [SM]

**And finally**, here, **we** have the friends of **my** heart. Of lovers, and for **me** that's **my** wife, Robin. And **I'm** lucky there, too, because **I** married a **Toastmaster**. And that's **better thinking**. [CB-Unconventional] [SM]x2

Now lovers are special kinds of friends because they're not imposed on **us** like family and school friends. Theirs is a friendship entered into gladly, willingly, joyfully, passionately. [SM]x2

Sometimes in the springtime of life when **young blood courses through vibrant veins**, sometimes later in life when **more sluggish blood cruises through varicose veins**. **My** blood no longer courses nor even cruises, it just **coagulates**. [H]x3 [R3] [SM]

But **I** can still savor the richness of life with **my** wife, **my** lover, **my** companion, **my** friend for all **my** days. [SM]

Because **you** see this friendship of lovers can last for the rest of **our** lives. Or it may burn with the power of a sunburst. Hot and bright and brief, to fade and die, leaving two burnt out husks bitter and twisted and scarred. Been there done that. **Got the t-shirt**. [SM]x2

Because sometimes love does fail. Without friendship love cannot last. But with friendship love can last forever. [SM]

But like anything of value it must be earned and maintained and **we, we** could all tell a thousand stories, each nothing in themselves, but adding up together to something wonderful. [SM]

So **what kind of a friend am I**? Do **my** friends get from **me** what **I** get from them? **I've** never told them, never told them the things **I'm** telling **you**. But **I** do freely give them advice **they didn't ask for**. [Q]x2

**I** do give comfort when they need it. **I** do make them laugh when perhaps they'd rather cry. **I'm** always the same, **I'm** always there. That's all **I've** got. But it's all theirs.

**My friends, you**, the friends of **my** times, have now met **my** three best friends. But **you** all have these same friends. [CB] [SM]x2

Different names, different faces, but in some form or another these are the people who will roll out

of bed at three o'clock in the morning and come to **your** aid because **you** need them. And they know that **you'd** do the same for them. [CB] [SM]

Tomorrow **we** should all be gone from here, scattering to **our** homes across the world. But before **we** go, taking with **us** perhaps some new friendships, let **me** just remind **you** that sitting next to **you**, right by **your** side, if **you're** lucky, maybe the friend of **your** heart, or of **your** times, or of **your** blood. [CB] [R3] [SM]

Reach out now in **your** minds and hearts and touch them. **Feel their warmth, feel their friendship, feel the ties that bind**, and if **we** treasure these ties, nurture these ties, then **we'll** have all the luck **we'll** ever need, and **we** won't **need Facebook**. [CB]

Mr. Chairman.

## **SPEECH STATS:**

**Word Count: 724**

**Speech Length: 6:47**

**Title: Just So Lucky**

Click [here](#) to watch the speech

## COLOR KEY

- **Humor [H] - x 10**

This includes only parts that received genuine laughter from the audience. Laughter varies in intensity.

This speech averaged **1.47 LPMs** (Laughs Per Minute) and **72.40 WPL** (Words Per Laugh).

First laugh came at **1:27** of the speech.

- **Foundational Phrase [FP] - x 2**

Foundational Phrase for this speech: **“Just So Lucky”**

**Other notable and related phrases:**

- **“Lucky”** - *This word was used by itself 3 additional times.*

The speech title was also the Foundational Phrase, “Just So Lucky” and it was used 2 times before the Jock even started the speech.

So, even though he only used that specific phrase 2 times during the speech, the audience heard it an additional 2 times from the Contest Chair. Then, on top of that, the word “Lucky,” which was obviously used for purpose and to reinforce the FP, was used 3 more times during the speech.

All in all, the audience members heard “Lucky” 7 times. Lucky number 7?

- **“You”; “Your”; “We”; “Us”; “Our” - x 36**

I included these words that were directly aimed at the audience, dialogue excluded (character and internal). Talking *to* the audience will be more “you/your” focused. This could mean abstract ideas, “imagine this...” hypotheticals, concepts that describe how something works, etc. Those will naturally use more “you/your” words.

- **“I” or “Me” or “My” or “Myself” - x 47**

The original reason for tracking this stat was the thought that it might be useful to compare with the amount of “You” focused words. Turns out, it is. Just not in the way I originally thought.

The theory was, if this number was much greater than “You” focused words, it would show that the speaker was more “*me, me, me*” focused and not tailoring the message to the audience.

While that is a possibility, what I’ve found thus far is that it tells more about the content of the speech. More specifically, it tells us that there are personal stories being told.

\*\*The total number counted does not include in-story character dialogue.

- **“Ladies and Gentlemen” or “My Friends” [MF] - x 2**

The speaker used “*Ladies and Gentlemen*” and “*My Friends*” to address the audience.

- **Physical Descriptions or VAKS [PD] - x 3**

Descriptive physical characteristics of people, things, and locations. The ones I included were any overt words that described the setting for where the speaker was at during the story, where the speaker wanted to take the audience, or descriptions of people in the scene.

Describing complex processes may also be included since they are intended to make it easier for the audience to imagine. In this speech, he used vivid descriptions of what I would consider “complex processes.” For example, he described the speed in which blood flows through the body, and how it slows with age.

Physical in this case is what was heard, smelled, and what was seen. It also means that “*We were at my house*” is not enough—this requires specifics that are intended to paint a picture in the minds of the audience. I intentionally left out what was felt emotionally or metaphorically.

\*\*At another time in the speech, Jock deliberately used language intended to paint a picture in the minds of the audience; however, I did not include it because of its metaphorical nature. This was when he described romantic love that crashes and burns. Here’s what he said: “*...it may burn with the power of a sunburst. Hot and bright and brief, to fade and die, leaving two burnt out husks bitter and twisted and scarred.*” Although not quite what this stat is for, I thought it worth mentioning because it did conjure images of something tangible in order to describe something which can’t necessarily be seen (*love*).

- **Callbacks [CB] - x 6\***

Humorous and other. It’s common for speakers to derive humor from callbacks to *something* or *someone* from the speech journey. Foundational Phrases after the first one are essentially callbacks as well.

The idea of a callback is to move on from “it” (the eventual callback) so the audience is no longer thinking about it, and then call it back later so it’s an “A HA!” moment of familiarity. For that reason, only *some* of the Foundational Phrases may be included, and some may not. Normally the Foundational Phrase (subsequent ones after the first) get counted in the Callback section, as was the case in this speech.

\*One of the Callbacks was a callback to *something*. He said this: “*And that’s better thinking.*” Clearly it has some familiarity to the audience, and it is my guess that a previous speaker had that phrase as its core message. The alternative is that it was something related to Toastmasters around that time.

- **Rule of Three [R3] - x 6**

The [rule of three](#) is all inclusive. Whether used for [comedic](#) effect or not.

It’s common to see the Rule of Three used all at once in a single sentence such as, “*He was tall, strong, and mean.*” Jock used this technique in a few different ways. He used it in humor, he used it to list things, he used it to organize his main points, and he used it for his Foundational Phrase (3 types of friends and 3 words, “Just So Lucky”).

- **Questions [Q] - x 5**

Questions directly aimed at the audience (rhetorical or not).

The original intent of the Questions category was to include only thoughtful questions—things that made the audience reflect on their lives. However, even benign or rhetorical questions aimed at the audience can help build a connection to the speaker, just as addressing the audience as “My Friends” or “Ladies and Gentlemen” does. Because of that, those types of questions were included as well.

- **Time Transitions [TT] - x 4**

Transition words that indicated that there was a time change from the speaker’s point of view. The idea is to show progression from one point in the speaker’s life to another. So, if there are multiple time transitions within the same story, they may or may not be counted. These help to prepare the audience for a change in the story in order to prevent confusion.

- **Stories [ST] - x 0**

This includes all stories told throughout the entire speech. Some stories may be slightly exaggerated, but the idea is that the speaker is telling the audience a story that happened, either in their life or somebody else’s. This does not include metaphorical stories, intentionally exaggerated tales or things like “Imagine you are...”

In this speech there were **no** stories. Instead he used examples of the different kinds of friends from his life. This is a much more unique format that differs from all the other champions I've analyzed.

- **Stage Movement [SM] - x 24**

This section covers how many times the speaker moved to a different place on the stage during the speech. Minor movements for in-story character changes (for dialogue) or for small side steps for illustrating points or addressing different parts of the audience will not be counted. I'll also keep track of anything else that's notable about the speaker's stage movements.

*\*\*\*Initials were put at end of sentence if multiple Color Key elements were in the same sentence.*

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## Observations:

- **Props:** Jock did not use any physical props in this speech.
- **Accent:** I enjoyed Jock's accent. It in and of itself provided "belief" or a sense of credibility which helped his message. His age and his word choice also played into this.
- **Rapport:** He built rapport with the audience by making references to common things that the audience was familiar with. For example, he used Toastmasters, Facebook, Twitter and he referenced the Contest Chair by name when he transitioned into his speech and the different types of friends. He also had a relatable theme in that many people have family, friends, and a lover.
- **Names:** He used his wife's name, "Robin." This is a better alternative than "my wife" since it makes her more "real" and more relatable to the audience.
- **Pauses:** He paused properly at the jokes and his overall use of pauses gave a nice cadence to the speech.
- **Gestures:** He didn't waste his time with unnecessary gestures. Most of his gestures were used purposefully to reinforce his words. One salient example is during this part of his speech: *"Sometimes in the springtime of life when young blood courses through vibrant veins, sometimes later in life when more sluggish blood cruises through varicose veins. My blood no longer courses nor even cruises, it just coagulates."* His gesturing during that part was extremely well done.



- **Stage Movement:** His stage movement was controlled and in sync with his points. He would rarely move during a sentence and would finish his points before moving to another place on the stage. It was by no means monotonous or sluggish. Instead of moving or wandering unnecessarily, he would instead mix in small side steps or lean left or right to help keep it lively.
- **Joke Reference:** He made a joke about his brother. He said, *“and no one is thicker than my brother.”* For starters, it was a clever segue from his previous point about blood being thicker than water. But more than that, his joke was funny in more than one context. It means he could be thick as in stupid or stubborn, or both, and in another context, it could have been a jab at him being thick in appearance (overweight). This was back in 2011 and I think that was fair game back then. This makes it both a safer joke and one that lent itself to a thicker audience appeal. Pun intended.
- **Possible Inside Joke:** After he said his wife was a Toastmaster, he said the following, *“And that’s better thinking.”* The way the audience reacted made me think that one of the earlier speeches may have been about “better thinking”. Or possibly something related to a past Toastmasters mantra or curriculum. Can’t confirm but I believe that to be the case.
- **Stories:** There were no stories in Jock’s speech. Instead he used examples of the kinds of friends he’s had throughout his life. It was relatable because the audience likely has the same kinds of friends (family, friends from life, and romantic friends). This is a vastly different format from the other championship speeches I’ve broken down. Stories are more commonly used in championship speeches (average of 2.18 stories). In the absence of stories, I must say that Jock did an excellent job keeping the interest of the audience. On top of that, I believe it worked because it relied heavily on themes that all the audience members could relate to and simultaneously reflect upon as Jock spoke.
- **Journey:** Jock took us on a 3-Part Journey—from family, to his life experiences, and finally love life. Past champions have gone with a similar formula albeit using a story instead of examples like this speech used.
- **Gurus and Side Characters:**
  - **Gurus:** Jock Elliott was the primary Guru. John Lau (Contest Chair) was also a minor Guru since it was his Facebook that told of a wise message of friendship: *“John Lau says in his Facebook page that everyone has a best friend at each stage of their life. Only a lucky few have the same one.”*
  - **Side Characters:** This speech didn’t necessarily have “characters” since there were no stories. But his speech still had the feeling of “others” during the journey. These include Jock’s family (parents, brothers and sisters, and his children), friends of his times, and his wife, Robin. Side characters are part of the stories but don’t directly contribute to a learning moment. This isn’t a problem, just an observation.
  - A Guru is someone or something in the speech that teaches the speaker (and ultimately the audience) something meaningful. As a speaker, you don’t typically want to be the wise Guru. You want to be the dolt who learns from the guru(s), and that’s who end up teaching the audience as well. There are exceptions to this, which includes THIS speech—more info below. **Tip:** Self-deprecation can be an important element in allowing the guru to shine.
- **Guru Notes:** When there’s a story, it is usually an easy process to determine the Guru, but when there are no stories, as is the case in this speech, you must examine the core message of the

speech and track its source. And with that, Jock is the Guru in this speech. It was Jock that pointed out to us that we all have *these* same types of friends, and that there's a difference between those friendships and the ones from Facebook.

Normally it's a better option for somebody other than the speaker to be the Guru of the speech. However, it works without question for Jock to be the wise Guru, and the reason is, he *fits* the part. His age tells us that he has the experience and credibility for the specific message he gave to us. In other words, there was no disconnect. Imagine an unmarried 18-year-old giving the same speech. Wouldn't you question the credibility of the messenger in that case? I would.

- **Balanced You vs. Me Focus:** He had 47 “Me/My” focused words versus 36 “You/Your” focused words. This is one of the more balanced speeches I've analyzed in terms of this statistic. It's usually much higher in the “Me/My” department because these championship speeches typically include personal stories which naturally come from the first-person perspective. Jock did not use personal stories although he did come from his personal perspective. He was able to balance it nicely by sharing the focus with the audience as well.
- **Audience Involvement:** During the conclusion of the speech, he had the audience do something. At first, I thought he was going to try and get them to actually shake the hands of the people next to them but was glad he changed it up. He had them do it in their minds instead. Much safer version since participation may have been low, and/or potentially uncomfortable for some.
- **A Unique Experience:** He made the speech unique experience for the audience, a special speech just for them. He did this in a few ways. The first was when he referenced the Contest Chair by name. The second was when he said, “*I've never told them, never told them the things I'm telling you.*” A third is when he said his wife was a Toastmaster, too. A possible fourth is when he followed that up by saying, “*and that's better thinking*” since as I mentioned above, I believe that may have been a reference to an earlier contestant's speech, which would have made it authentically spontaneous.
- **Tie Up Loose Ends:** In the final sentence, he closed the speech by bringing back his opening reference about Facebook as well as referencing his Foundational Phrase. He also closed it up just before that by mentioning the friends that will roll out of bed at three o'clock to help, and additionally he summed up the three different friendships as well. His close was thorough to say the least.
- **Reverse Order:** At the end of his speech when speaking to the audience about the people next to them, that they may be their friends of the heart, of the times, or of blood, he referenced these in the reverse order than how he originally introduced them. When he introduced them, it was friends by blood, followed by friends of the times, and finally of the heart. This may very well be a technique to help “round” off the speech or method to “tie up the loose ends”.

## Feedback / Criticism:

- **Dry?** This I believe comes down to personal preference. Was the speech too dry or boring? I'd say it was *slower* than what we've come to expect from these contests in the present day, but I wouldn't say *boring*. It had an important message and the fact that he did not use stories, he did about as good as one could do under the circumstances.
- **Unnecessary?** During the section about the friends of his heart (his wife), he strayed slightly and told us about another type of love, which is fleeting. Was that necessary to explain since technically those could be friends of the times? He definitely wanted us convinced that friendship is the glue that helps those types of relationship last. But, was it at all necessary? I didn't feel like there was a contrasting idea to the other 2 types of friends and this is perhaps why it stood out to me.
- **Perfection:** Usually I'm able to find a hiccup during these championship speeches, like a mispronounced word or a repeated word (false start), but this speech was about as clean as one could have hoped. He may know something we don't, but if that's the case, he hid it well. Props to Jock!

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## **A BOOK FOR OVERCOMING THE FEAR OF PUBLIC SPEAKING...**

If you've wanted to get involved in public speaking but are having trouble dealing with the fear and nervousness that comes with it, please check out my [book](#).

The fear of public speaking was absolutely debilitating for me. The advice I got when I started out was "Just do it!"

Well, I took that to heart and started "doing it," and each and every week I was getting opportunities to speak. But for some reason the fear was getting worse every time I got in front of an audience.

To tell you the truth, this was demoralizing and beyond frustrating. Who wants to put in time and effort into something and get nothing back? That's what my journey to overcoming the fear felt like.

It took over 7 months of this torture before I got my very first breakthrough that allowed me to START chipping away at the fear. I had to scratch and claw to figure out something that actually worked for me.

And that's who this book is for. It's for someone who is not lacking the motivation to try, but for

someone that wants to skip all the B.S. and get to the root cause as quickly as possible.

I wrote the book for people that want to be able to speak in front of an audience but not have to feel like a sailboat floating in the middle of the ocean during a hurricane.

If that's you, I highly recommend checking out [this](#) book.



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