

# The Lego Man Stump Speech

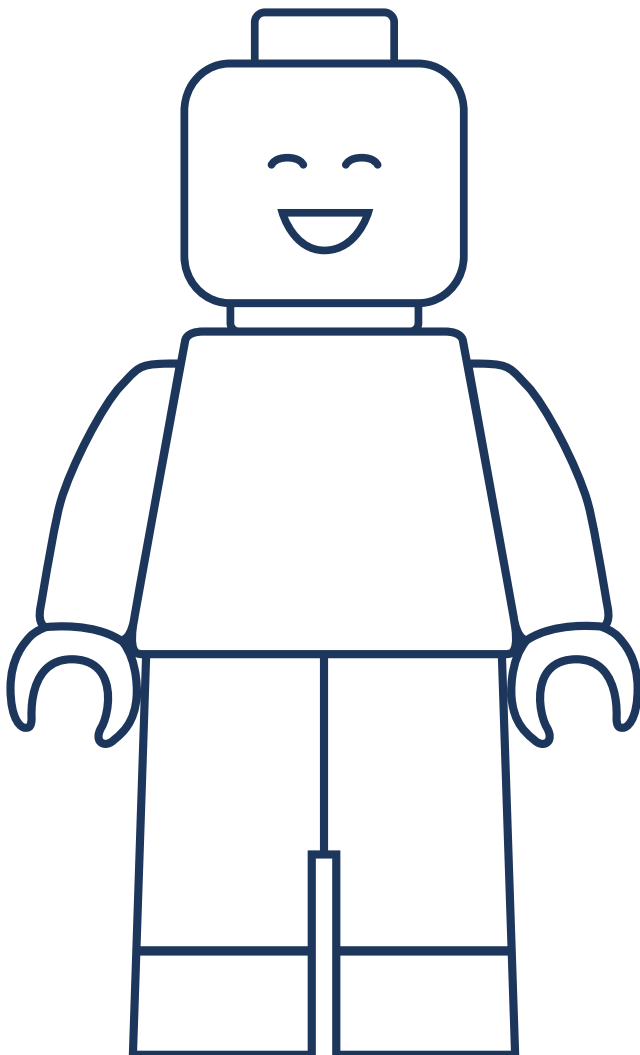
If you have kids, odds are you have LEGOs in your house. You probably have dozens, if not hundreds, of what we now call "minifigs" – those little LEGO people with interchangeable heads, bodies, and legs.

These figures were the brainchild of LEGO designer Jens Nygaard Knudsen in 1978. After 50 iterations, Knudsen created a minifig that kids could easily use and assemble: a head that showed expression, a body that could hold things, and functional legs.



## Parts of a Stump Speech

The LEGO minifig is a perfect analogy for crafting a compelling stump speech. Like these little figures, a powerful speech requires correctly assembling the right components.



### 1 Head – Logical Appeals

This is where the brains of your speech reside. Fill it with facts, statistics, and logical arguments that give your audience the confidence that you understand the most important issues.

(See Winning Edge [#4](#), [#6](#), & [#30](#) for more details)

### 2 Body – Emotional Appeals

The body or torso represents the heart of your speech. This is where you connect with your audience on an emotional level. Share stories, paint vivid pictures, and tap into the feelings that drive people to care deeply about your message.

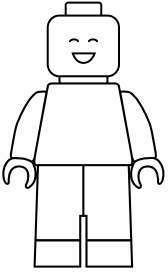
(See Winning Edge [#29](#), [#22](#) & [#13](#), for more details)

### 3 Legs – Call to Action

The legs of your minifig get things moving. Focus on two main points of action—clear, concrete steps that your audience can take. This gives your speech direction and momentum.

(See Winning Edge [#1](#) for more details)

## Three Stump Speech Templates



Like with LEGO minifigs, the beauty of this approach is that you can assemble these pieces in the order that best fits your style and message.

The key is to think about your audience and build the version that appeals to them the most.

- Are they more likely to be swayed by logical arguments first, or do they need an emotional connection to get interested?
- Maybe a strong call to action right out of the gate is what will grab their attention.

### Head First Speech Template

1. Start with logical appeals to lay the groundwork
2. Then, connect to the emotional heart of your speech
3. Finish strong with an actionable step

#### How to Do It:

*There's one number that best shows problems with Pennsylvania...*

*Numbers are one thing, but this is affecting real people like [insert story of a voter]*

*This [issue] will be my first priority when I'm elected [add detail]. I can't do this alone. I need your vote.*

### Body First Speech Template

1. Begin with emotional appeals to engage your audience
2. Then add logical arguments to solidify your points
3. Wrap up with clear actions

#### How to Do It:

*I never expected to be running for office. I'm [tell a biographical story about yourself/family/work]...*

*I think there's one number that best shows problems with Pennsylvania...*

*There are two things I'm going to do when elected: First..., second...  
But I can't do this alone. I need your vote.*

### Feet First Speech Template

1. Kick off with a bold call to action to grab attention
2. Then build up with stories and emotional connection
3. End with logical appeals to support your message.

#### How to Do It:

*I'm here asking for your vote to help change Pennsylvania...*

*I never expected to be running for office. I'm [tell a biographical story about yourself/family/work]...*

*When I'm elected there are two things I'm going to do [talk about a principle of how you make decisions & end with one specific bill you'll support or sponsor]*

## The Bottom Line

When you need a stump speech, remember the Lego man and build your speech with three parts—logical appeals (Head), driving emotion with stories (Body), and taking action with specifics (Feet). Lastly decide the best order for your audience and pick the best template.