

# Public Speaking:

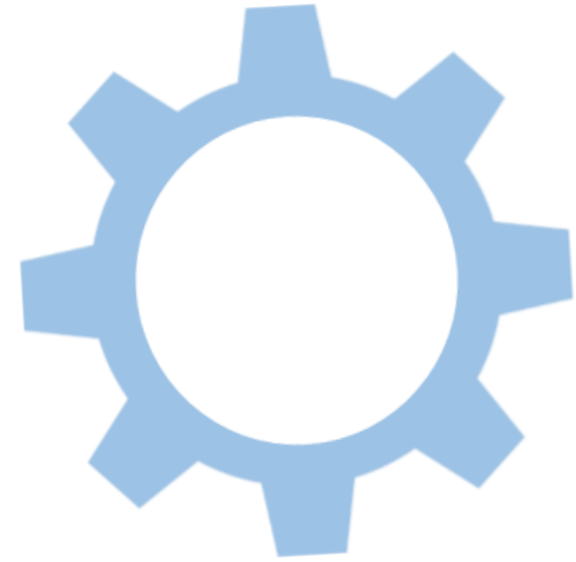
## Presentation Survival

# Before We Put in Gear

For all us once in while have been asked, or would like to

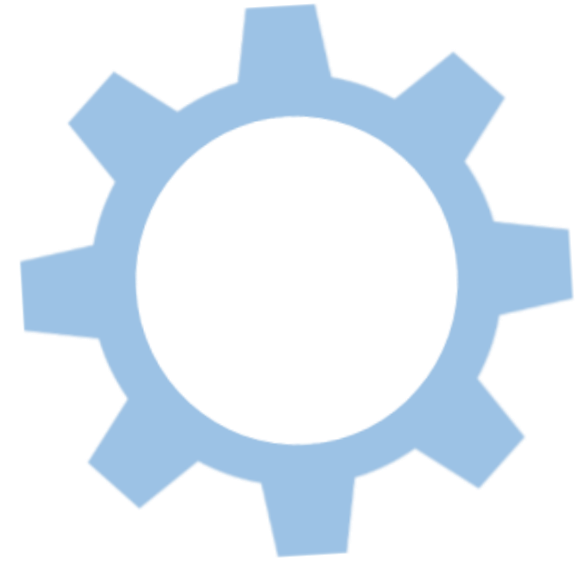
- ❖ Give a Speech
- ❖ Make a Presentation
- ❖ Give a Toast
- ❖ Give an Award
- ❖ Accept an Award
- ❖ Or Address...

Maybe it is something you rather not do, but you still want to do it well - Good!

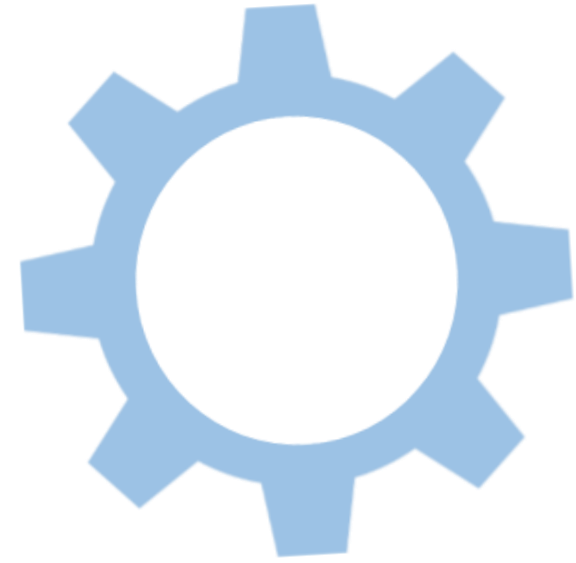


# Communication

- ❖ Know who you are speaking to and what they want or need to take away.
- ❖ Start with the Simple Conversations
- ❖ Just as important as what you say, is how you say it.
- ❖ Wear a Smile.
- ❖ Ask open ended, friendly questions.



# Speaking Characteristics



## Volume

- ❖ Tone and projection add a layer of entertainment and help keep the audience fully engaged from start to finish.
- ❖ Play with your volume and get control of it.
- ❖ Varying volume allows you to emphasize and for maximum effect.
- ❖ Get a good idea of your natural volume.

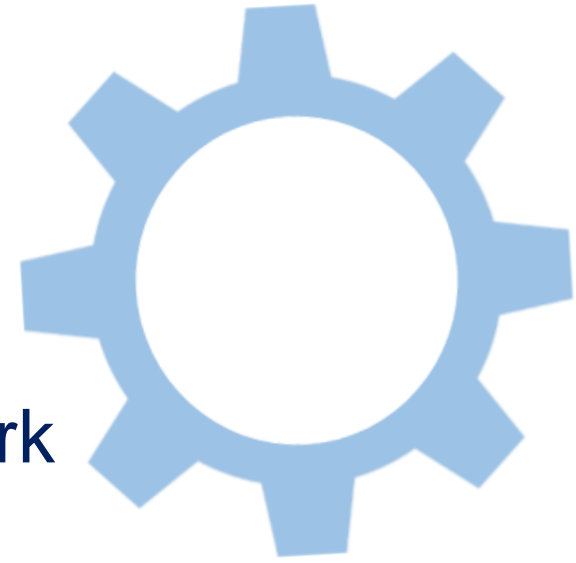
# Speaking Characteristics



## Diction

- ❖ Diction can help or hinder your entire pitch
- ❖ The way you pronounce and enunciate words.
- ❖ If you don't know how to pronounce a word, look in the dictionary or ask somebody or use internet.
- ❖ Speak clearly, do not mumble.

# Speaking Characteristics



## Acronyms & Jargon

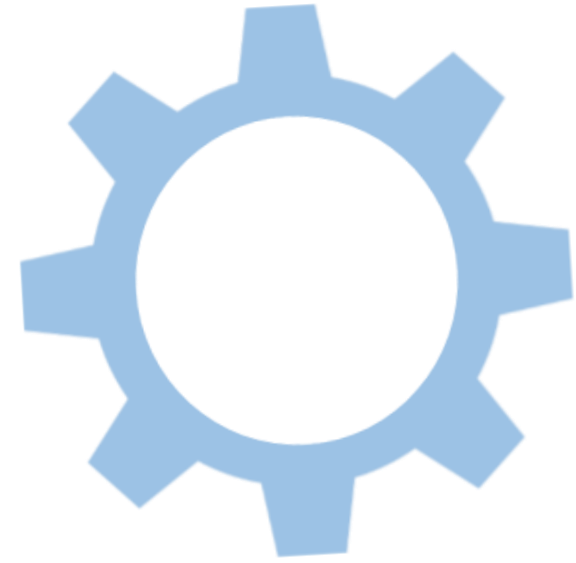
If terms are known only to people who work within your industry, don't use them.

## Tact

- ❖ Means saying the right thing at the right time, it is a demonstration of skill and grace.
- ❖ It means that how you say something is as important as what you say.

## Gender References

Be sensitive to both masculine and feminine terms.

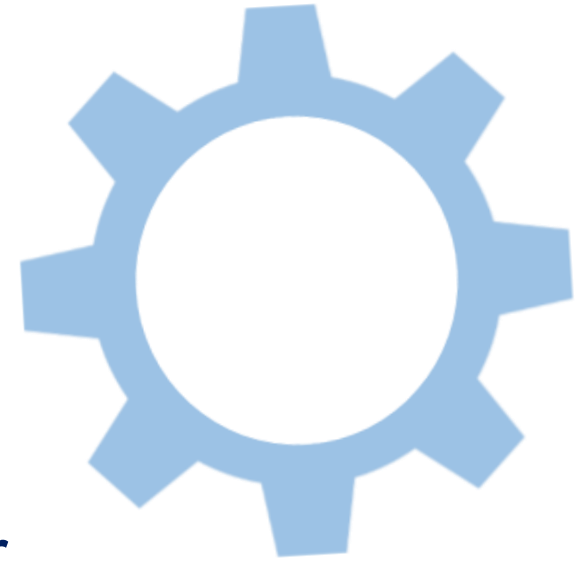


How could you rewrite these terms?

Fireman	
Policeman	
Chairman	
Postman	
Housewife	
Mankind	

## Five Rules

1. Talk in positive terms
2. Express yourself in an organized manner
3. Ask for feedback
4. Have a message worth communicating
5. Know when to stop talking.



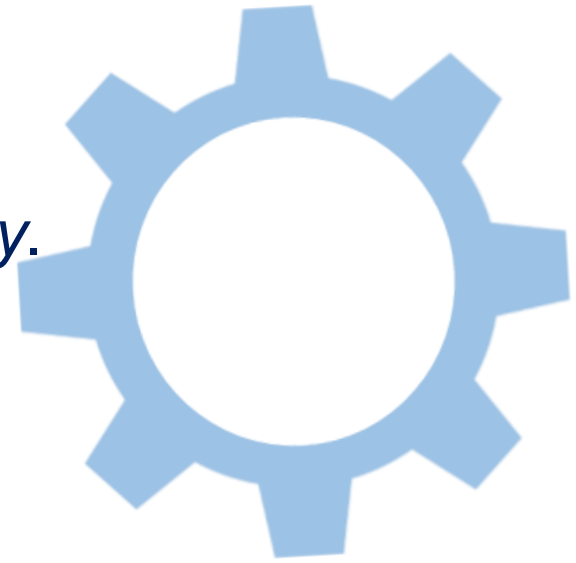


# Rapport

Rapport is what happens when you have everything in *harmony*. Your speech is right. The audience receives it well. They enjoy listening to it as much as you enjoy delivering it.

To achieve the synergy, we need to know

- ❖ Who my audience was?
- ❖ Why they were there to listen to me?
- ❖ What their concerns were?
- ❖ What their expectations were?
- ❖ Were they familiar with the specialized vocabulary?
- ❖ What their general beliefs might be?
- ❖ What they had in common with me?



# Four Areas of Opportunity

- ❖ Anticipate
- ❖ Prepare
- ❖ Participate
- ❖ Concentrate

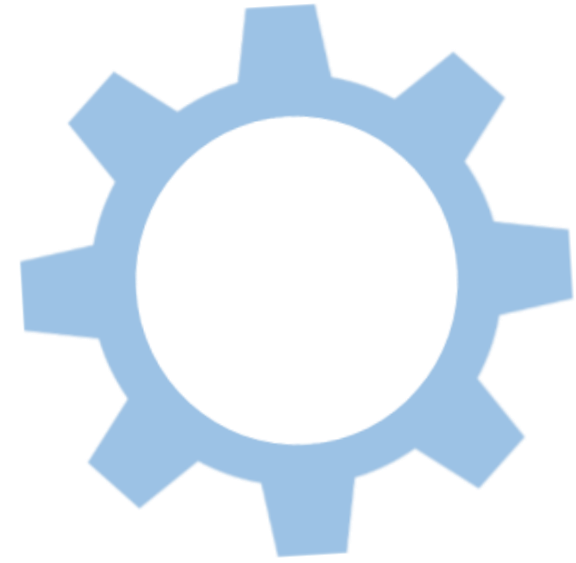


# Body Language

Why is body language important?

You can say that having the wrong body language makes that your talk almost can't be a success.

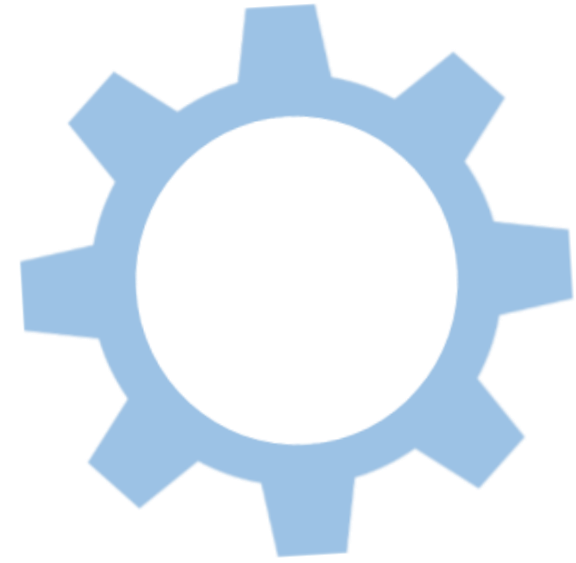
You need a lot of talent on other elements to make up for bad body language



# Body Language

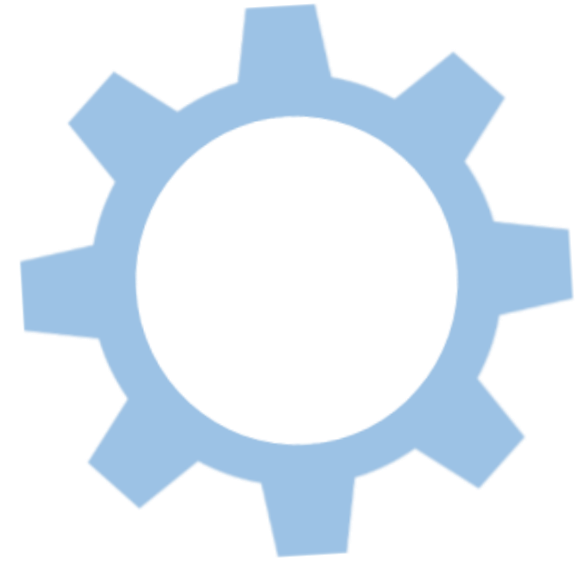
Elements to pay attention to:

- ❖ Looking at your audience
- ❖ Where are you on stage?
- ❖ Variation between Happy vs Sad message context.
- ❖ Importance of facial expressions
- ❖ Being in Control
- ❖ Gestures
- ❖ Energy level



# Body Language

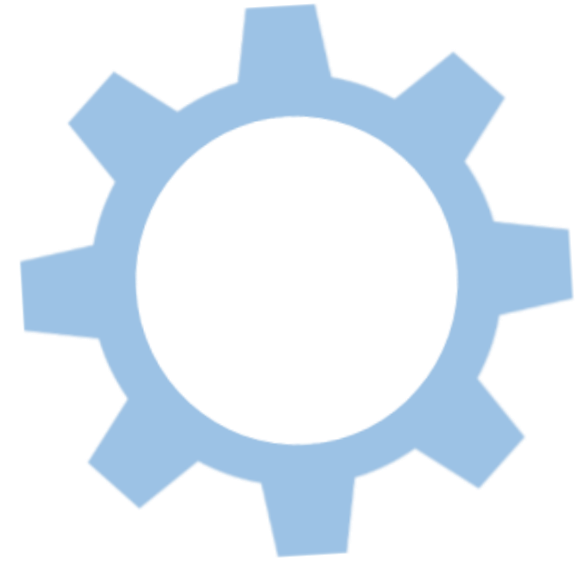
- ❖ Negative Body Language
  - ❖ Tapping your fingers or feet
  - ❖ Arms crossed
  - ❖ Glancing at watch
  - ❖ Leaning back
  - ❖ Tense body



# Body Language

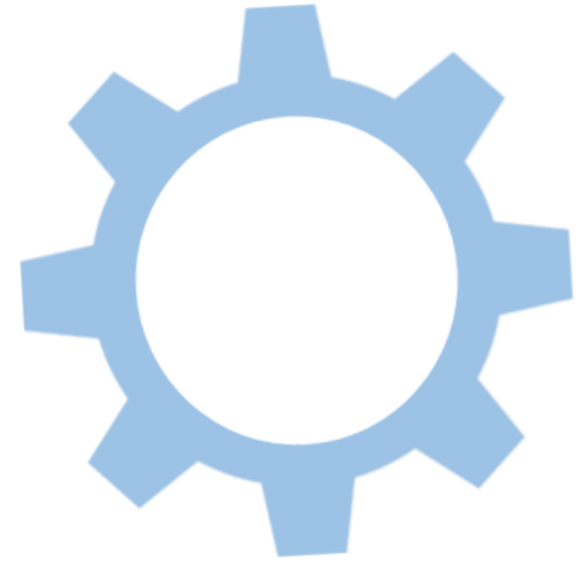
## Positive Body Language

- ❖ Open body language
- ❖ Sweeping gestures
- ❖ Palms up
- ❖ Leaning forward
- ❖ Natural, smooth hand gestures

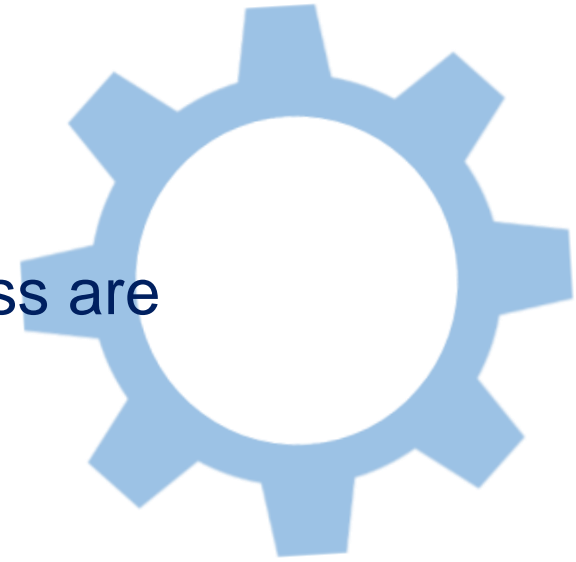


# Professional Attire

Dressing correctly helps you create the first impression among your audience. Dressing as per the occasion gives you an edge over others. Always appear as neat and clean as possible.



# Overcoming Nervousness



Some **nervousness** is normal. Some sources of nervousness are

- ❖ Internal negative comments
- ❖ Hyper-responsibility.

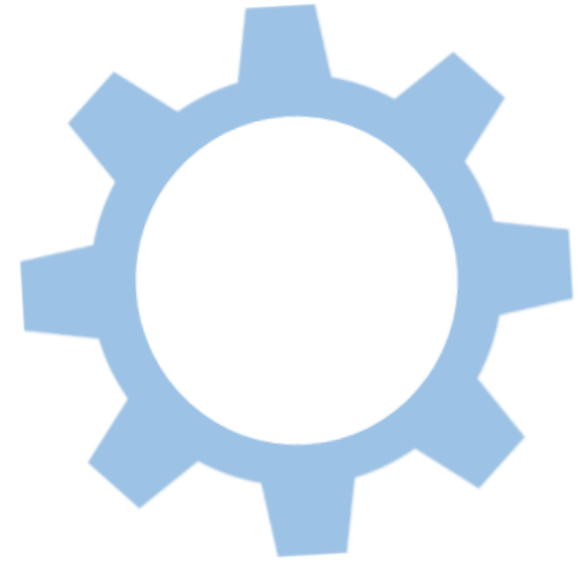
*Don't Expect Perfection from yourself.*

You can control your nervous by

- ❖ becoming familiar with the venue,
- ❖ avoid trying to memorize every word
- ❖ don't consider reading word for word instead use visuals as your notes.
- ❖ master key elements of body language.
- ❖ do some deep breathing.

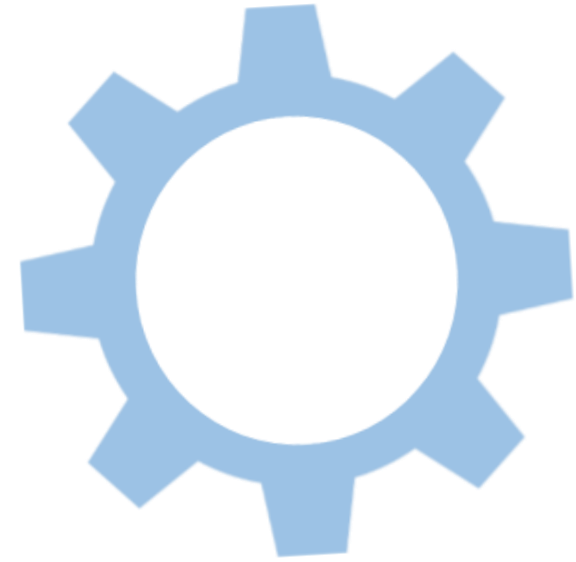


Confidence will grow as you give more presentations.



For long presentations, your notes may go into more detail. Underline key points or use highlighter.

# Preparation for Public Speaking



## Evidence

- ❖ Gather your evidence.
- ❖ Organize it
- ❖ What will convince my audience?
- ❖ Best order

## Introduction

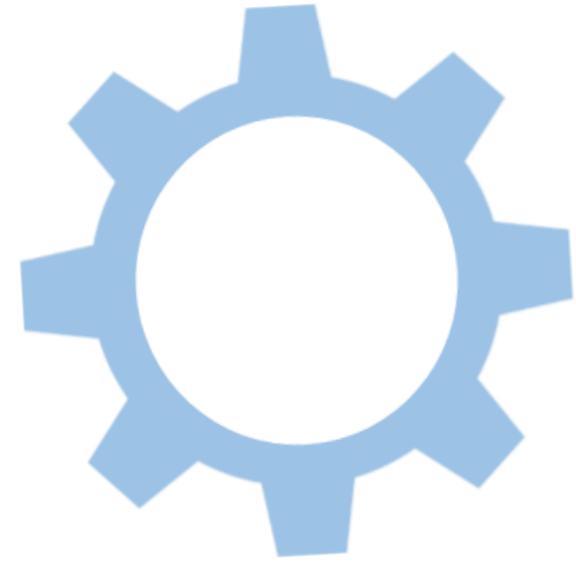
- ❖ Grab audience attention
- ❖ State your purpose
- ❖ Explain your agenda
- ❖ Show personal and specific benefits.

## Beginnings

- ❖ Following the Opening Statement
- ❖ Beginnings and endings are critical
- ❖ Your ***beginning*** must tell:
  - ❖ What the presentation is about.
  - ❖ Why the subject is important.
  - ❖ How you will develop the argument.

## Endings

- ❖ An effective ending repeats the recommendation/strategies and reinforces the need for action.
- ❖ End on a strong point: something that will keep them thinking and propel them to act.

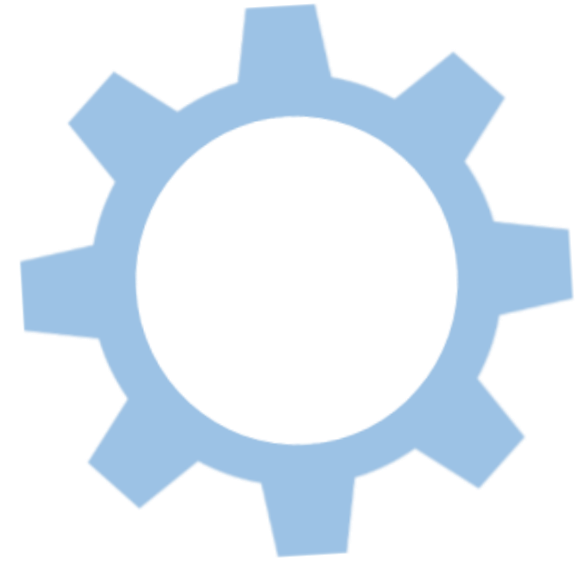


## Transitioning to the Body

- ❖ Stories, Numbers and Examples, these will help you without worrying about being creative on the spot.
- ❖ Support presentation with appropriate pictures, stories or examples.

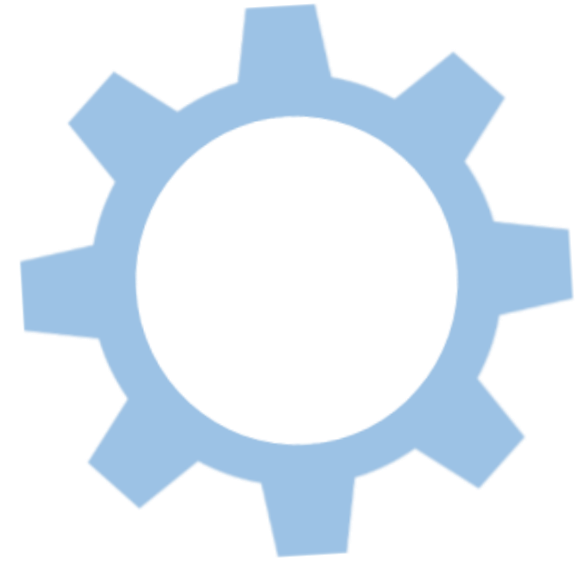
## Task

- ❖ Create an attention-grabbing opening sentence.
- ❖ Tell the audience the what, why, and how of your presentation.
- ❖ List the three points you want to make.
- ❖ Wrap everything up with a conclusion or ending.



# Managing the Question & Answer Period

- ❖ Establish ground rules
- ❖ Let people finish their question
- ❖ Respond to everything, even statements
- ❖ Restate the question
- ❖ Stay on track
- ❖ Admit you don't know the answer
- ❖ Control the discussion
- ❖ Move toward action

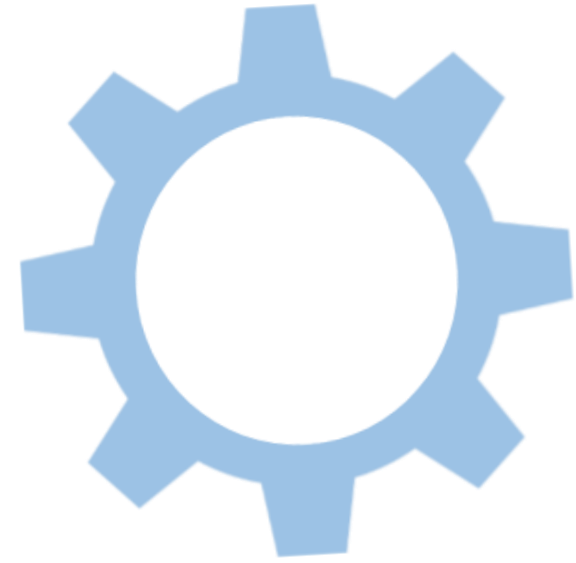


## Your Voice

- ❖ The way that you distinguish or inflect your words.
- ❖ Can express emotion, emphasis, contrast, and other features of our speech.
- ❖ Tells your audience *how you are feeling about the words you say*.

## Your Pitch

- ❖ How high or low your voice is.
- ❖ In most cases a low-pitched voice is considered an asset.
- ❖ If you have a high-pitched voice, be aware of it best deliver your message.

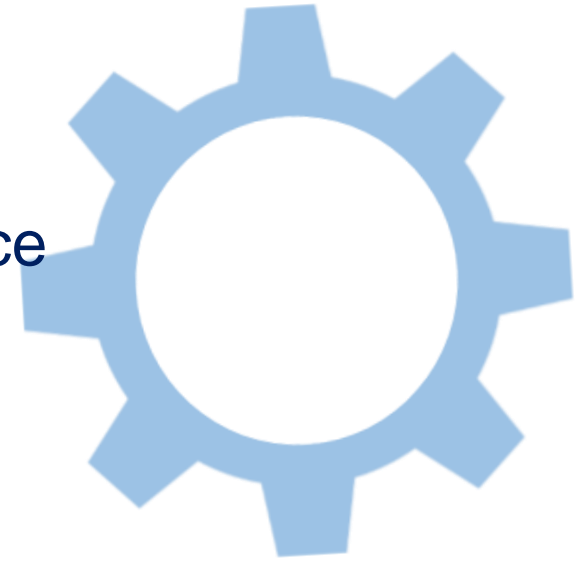


## Your Pacing

- ❖ The ability to pace your speech and use your voice to create impact is the single most-important skill you need
- ❖ The speed at which you speak.
- ❖ The length of the pauses.

## Emphasis

- ❖ Change the significance of what you say by stressing words which would normally be unstressed.
- ❖ Make your statement more *persuasive* by using simple intensifiers.



## Your Facial Expressions

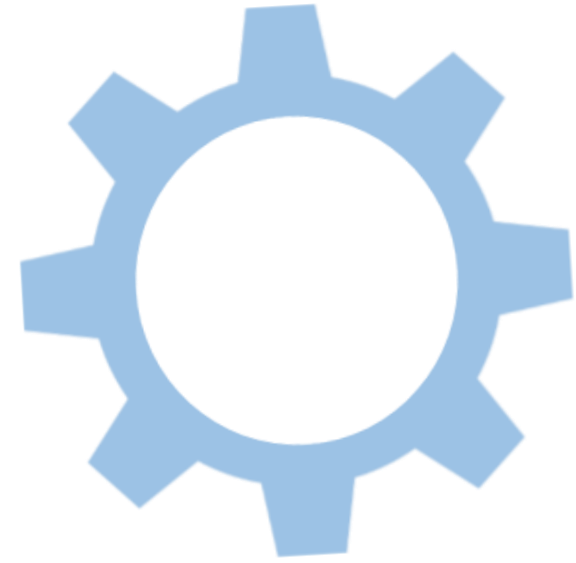
- ❖ Our face is an extremely expressive part of our body.
- ❖ Keep your eyes open, be alert, animated look on your face if you want others to perceive you positively.

## Good Eye Contact

- ❖ Look at individuals around the room, that doesn't mean staring into a person's eyes.
- ❖ Looking in the **general vicinity** of the person; watching the whole face.

## Your Posture

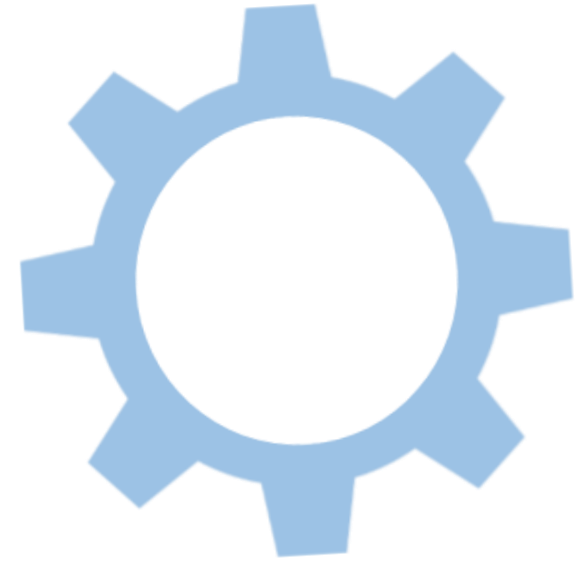
- ❖ Key to communicating your image.
- ❖ Stand straight as though you are an important person.
- ❖ Hold your head high.





# Mastering Your Material

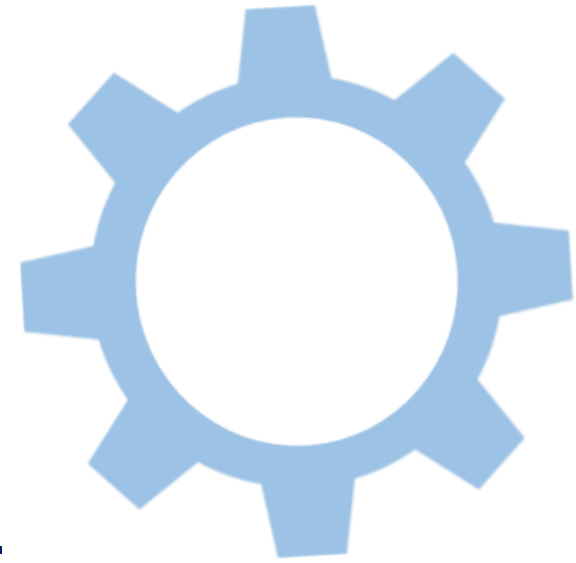
- ❖ Rehearsals allow you to feel comfort with the presentation materials.
- ❖ Ask yourself hard questions.
- ❖ Your choice of words also reveals your mastery of the material.
- ❖ Your delivery will have much more meaning and power if you use precise, strong language.



***Don't exaggerate!***

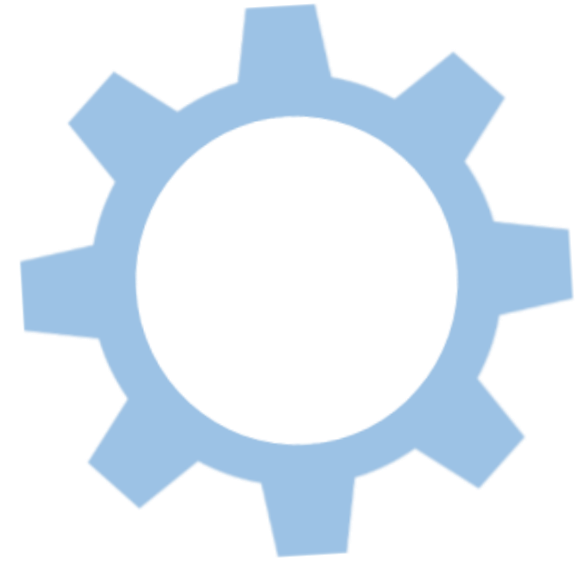
# Add Punch to Your Presentation

- ❖ People are likely to remember only three items.
- ❖ Restrict to one specific situation or problem.
- ❖ If you have a lot of points to cover, group them.
- ❖ There is power in threes of anything. Julius Caesar said, “I came, I saw, I conquered.”



# Visual Aids

- ❖ Always have a back-up plan in case the technology fails, because it will!
- ❖ Be generous with white space.
- ❖ Use clear headings and sub-headings.
- ❖ Highlight key points, but don't overdo it.
- ❖ Use graphics with caution.
- ❖ Don't combine a lot of fonts on one page.
- ❖ Headings should be noticeably larger than text.



# Public Speech/ Presentation Structure



## Introduction

- ❖ Attention grabber
- ❖ Purpose
- ❖ Agenda
- ❖ Benefit for target audience

## • Body

- ❖ Maximum of three (3) points

## • Conclusion

- ❖ Summary
- ❖ Specific action
- ❖ Strong final statement