



Construction Academy

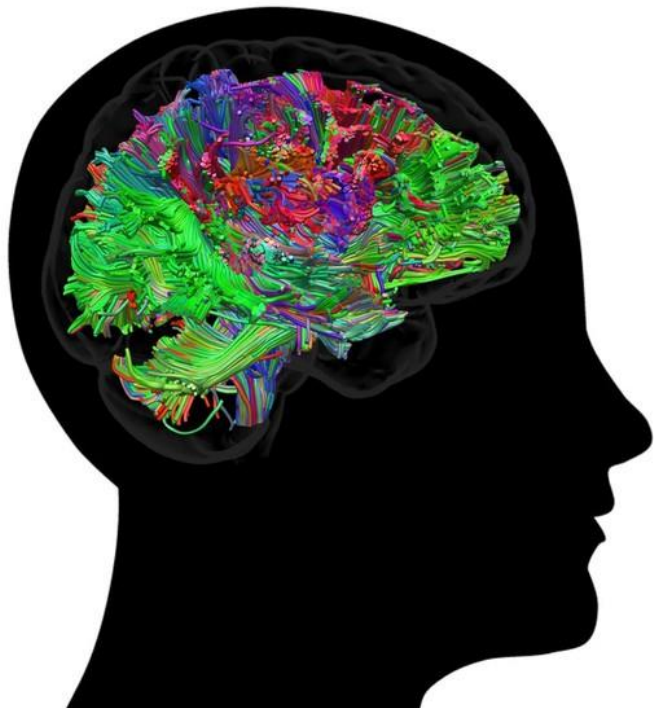


Public Speaking Tips and Tricks

QUOTE

"The human brain starts working the moment you are born and never stops until you stand up to speak in public".

George Jessel



PUBLIC SPEAKING

At Some Point, You Have Probably Been Asked To:

- Give a speech
- Make a presentation
- Give an award
- Or address a group



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

COMMUNICATION



- Know your audience
- 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



Pitch

- Tone

In most cases, a low-pitched voice is considered an asset

If you have a high-pitched voice, be aware to best deliver your message

Voice

- Express emotion, emphasis, contrast, and other features of speech

SPEAKING CHARACTERISTICS



Pace

The ability to pace your speech and use your voice to create impact is the single most important skill you need

Speed and length of pauses

Emphasis

Change what you say, by stressing keywords

Make your statement more persuasive using simple intensifiers

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, ask someone, or use the internet
- Speak clearly, do not mumble

SPEAKING CHARACTERISTICS

Acronyms & Jargon

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

Tact

This 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

The 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 matches the targeted audience
- They enjoy listening to it as much as you enjoy delivering it

RAPPORT

To Achieve This Harmony, You Need to Know:

Who is my audience and what are their concerns?

Why do they want to listen to me?

What are their expectations and general beliefs?

What do we have in common?

Are they familiar with the specialized vocabulary?

BODY LANGUAGE

Why is Body Language So Important?

Having the wrong body language can make it to where your speech almost can't be a success

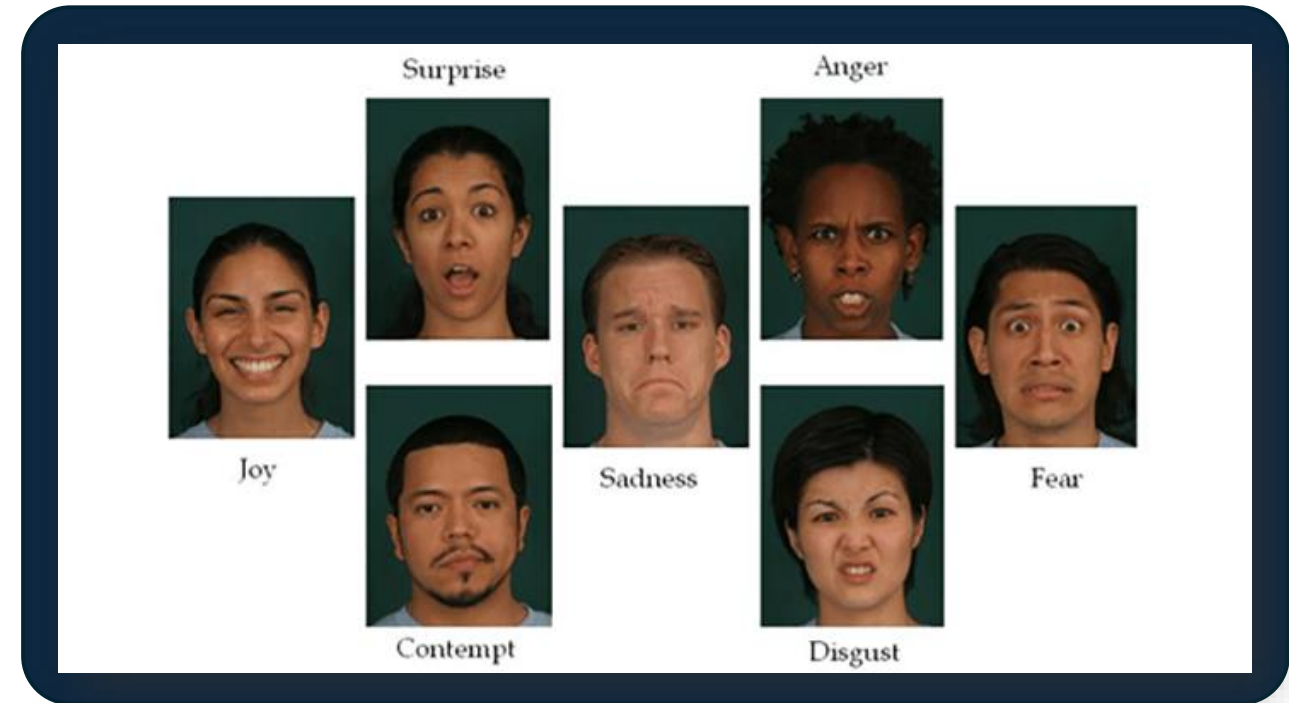
Having the right body language helps assure the audience of your confidence



BODY LANGUAGE

Elements To Pay Attention To:

- Look at your audience
- Importance of facial expressions
- Being in Control
- Gestures
- Energy level



BODY LANGUAGE

Negative Body Language

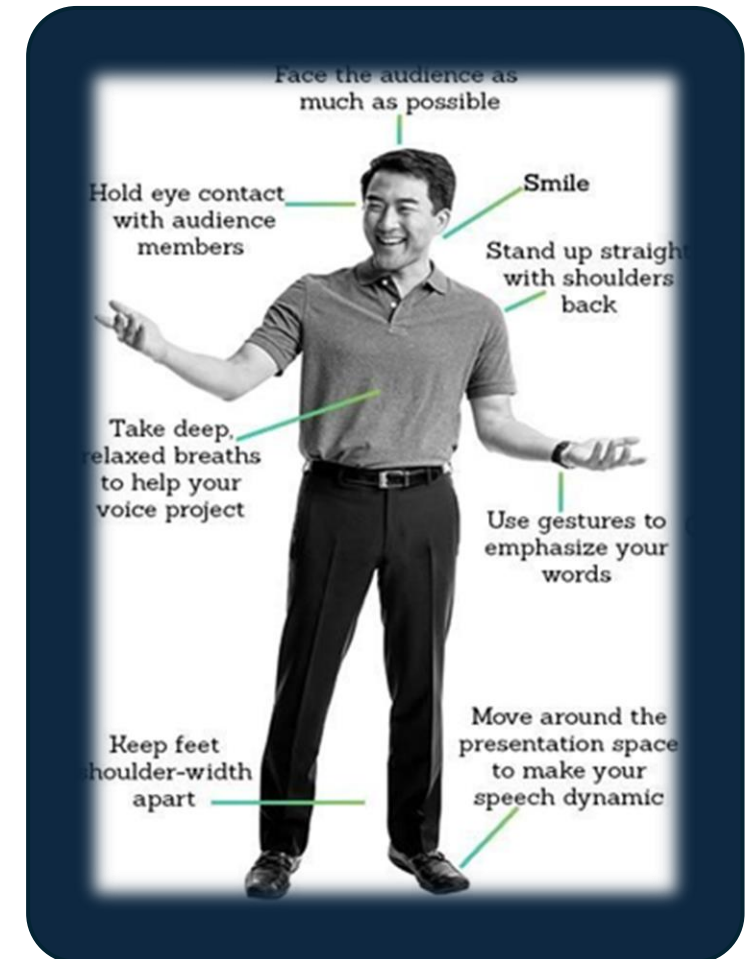
- Tapping your fingers or feet
- Crossed arms
- Hiding your hands
- Leaning back
- Tense body



BODY LANGUAGE

Positive Body Language

- Open body language
- Natural, smooth gestures
- Palms up
- Good posture, stand straight with head held high



PROFESSIONAL ATTIRE

- Attire helps you create your first impression
- Attire as per the occasion gives you an edge over others
- Always appear as neat and clean as possible



Make sure your attire is not more interesting than your presentation!

OVERCOMING NERVOUSNESS

Some Nervousness is Normal!

Source of nervousness:

Internal negative comments

~Don't Expect Perfection from yourself~

You can help control your nerves by:

- Becoming familiar with the venue and doing deep breathing exercises
- Using visuals as notes rather than reading word-for-word
- Mastering key elements of body language

OVERCOMING NERVOUSNESS

Some Nervousness is Normal!

- Confidence will grow as you give more presentations
- For long presentations, your notes may go into more detail
- Underline or highlight key points



PREPARING FOR PUBLIC SPEAKING

Evidence:

Gather

Organize

Consider what will convince my audience

Introduction:

Grab audience attention

State your purpose

Explain your agenda

Show personal and specific benefits



PREPARING FOR PUBLIC SPEAKING

Visual Aids:

Always have a backup plan in case the technology fails, because it may

Use clear headings and sub-headings

Highlight key points, but don't overdo it

Don't combine a lot of fonts on one page



PREPARING FOR PUBLIC SPEAKING

Mastering Your Material:

- Rehearsals allow you to feel comfortable with the presentation materials
- 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

Practice will not make you perfect, but it will make you better!

THE PROCESS

Beginnings are Critical:

Your *beginning* must tell:

- What the presentation is about
- Why the subject is important
- Tell the story



THE PROCESS

Endings are Critical:

End on a strong point: something that will keep them thinking and propel them to act



QUESTION AND ANSWER

Managing the Question & Answer Session:

- Establish ground rules and stay on track
- Let people finish their question
- Respond to everything, even statements
- Restate the question
- Admit if you don't know the answer
- Control the discussion



PUBLIC SPEECH and PRESENTATION STRUCTURE

Introduction

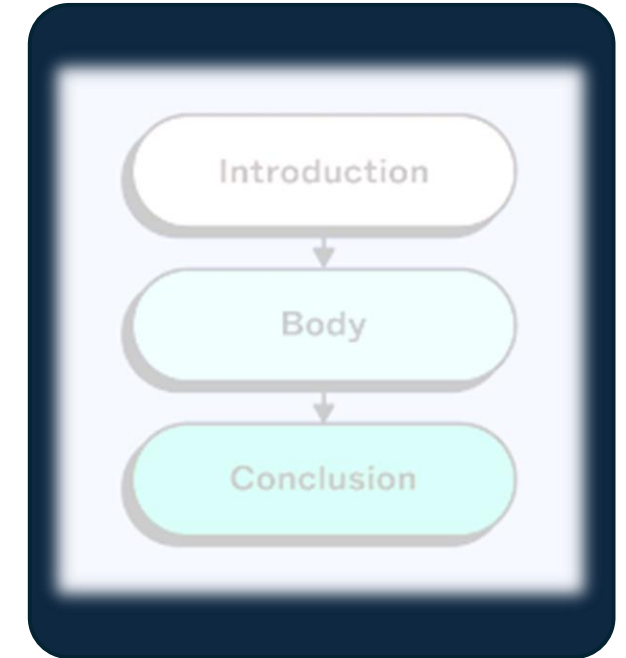
Attention grabber
Purpose
Agenda
Benefit for the target audience

Body

Maximum of three (3) points

Conclusion

Summary
Specific action
Strong final statement



ACTIVITY TIME!

Sale a Product



THANK YOU

