

The ROCK #14 - Public Speaking

It is NOT what you say, but HOW you say it.

Effective Presentations - It's About the Audience

If you speak in public, don't make a speech, make a presentation. A speech that is boring is likely to be an exercise in self-importance. A speech is about you. A presentation is about your audience. Remember the audience and their benefit is what is important. A presentation should be relevant to your listeners. Knowing your audience is very important.

Demographics

- Age
- Gender
- Religion
- Class
- Ethnicity
- Educational Background

Points of View

- Values
- Beliefs
- Attitudes

Needs

- Support
- Entertainment
- Humor

Standards and Expectations

- Occasion of the presentation
- Serious or professional setting
- Non-formal personal engagement

Environment

- Time of day
- Time allotted
- Other presenters
- Possible distractions

Presentation Characteristics

- Provide new information
- Offer your opinions
- Motivate your audience
- Influence your audience
- Be entertaining



When you make a presentation, your audience may not hear your words, but how you say them. They may pay attention to your delivery rather than the content. It may be your tone and your body language rather than the presentation itself. Vary the pitch of your voice. Show your excitement with your facial expressions, your posture and your movement. Be animated and positive in your hand movements. Remember to use eye contact with different

people in your audience. Try to deliver one thought to an individual in the audience. Then do it again. This will make your presentation more personal and empathetic. Last, but not least, dress the part. You need to present the best version of yourself. People are there to listen to you. Don't ever dress down. Dress up.

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Presentation Aids

Printed Handouts

- Emphasizes main theme
- Explains your points that support your theme
- Title your handout
- Have each point build on the previous

Power Point or Slide Show Program

- Keep it simple
- Follow same guidelines as handouts
- They want to hear you rather than watch a slide show
- Slide show can be a distraction
- The terrible can apply-The slideshow or PowerPoint often does not work correctly
- Have a handout of your PowerPoint
- Make sure it can be read easily

Presentational Aids

- They should ADD to the presentation
- Do not go overboard
- Give prizes for correct answers to questions
- Focus the attention on the theme
- Create a visual image of your theme

Organize Your Thoughts Before Your Presentation

- Stick to one central theme
- Stick to just 3 to 5 main points to support your central theme
- Don't be "a know it all." Discuss what others have taught you
- Break up your presentation into sections
 - ✓ Introduction
 - ✓ Objective of presentation
 - ✓ Overview of the theme of the presentation
 - ✓ Explanation of the main points of the presentation
 - ✓ Conclusion and summary
 - ✓ Questions from the audience
 - ✓ Re-adjusted conclusion based on questions
 - ✓ Personalize and reference the individuals in your audience
- Tell stories and use examples to support your theme
- Have easy transitions from point to point
- *Support your content with facts, sources, humor, questions, quotations, current events, statistics, definitions, opinions, etc*

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Tips to Overcome Fear

- Relax - the relaxed you are the more relaxed the audience will be
- Remember you probably know more about the subject of the speech than the audience does
- Don't worry about your audience's attention span. It is about the people that are paying attention NOT those who are not
- Slow down when you speak. It will help you relax.
- Make sure your energy is positive. It shows passion and authenticity
- Commit yourself to learning how to speak in public
- Develop a plan improve
- Clear your head of negative thoughts
- Take pride in your speech or presentation
- Chart your progress

Get another person's perspective on the speech or presentation.

Be yourself and be authentic.

Imagine you are in the audience. Put yourself in their shoes.

Practice, practice, practice.

Make it an experience for your audience.

Record yourself, watch it, and make improvements.

Feedback, even your own, is very helpful.

-from Scared of Public Speaking by Allison Sutter

Speaking No- No's

You have no insight into the expectations, needs or wants of the audience

- You could care less about being there
- You have no excitement about being there

You make NO effort to build a conversation with the audience

- No eye contact
 - Do not smile
 - Have poor body language
 - Have poor facial expressions
 - Speak AT, not WITH your audience
 - Have NO passion in the delivery
- If the speaker has no passion about the topic, why should the audience?*

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Telling a Story

- Slow down and add emotion and drama to your words.
- Raise your voice on the main point and lower your voice when you are saying something that is personal and emotional.
- Pick up your tempo as you go through the story, but slow down in the most memorable parts.
- Double the number of pauses you normally use in conversation
- Use dramatic pauses to allow the audience to digest the words and catch up with you.
- Smile if what you say is funny and be serious if the topic is more thought-provoking or emotional.
- When you come to the end of your story, be sure to bring your voice up rather than letting it drop. Remember the exclamation at the end.

- *Tips in Telling a Story* by Brian Tracy

The Do's and Don'ts of Public Speaking

- Always be prepared.
- Always tell people who you are.
- Always start with something positive.
- Present your new information and why they want to know.
- Tell the audience what you want them to know.
- Provide handouts and make sure before you speak that you have enough.
- Don't repeat yourself, unless for emphasis.
- Stay cool and calm and don't single out anyone for criticism.
- Don't be rude.

Before You Present or Speak, Prepare to Present and Speak

- Know how to get to your engagement.
- Know how the room layout is.
- Know how the seating is arranged.
- Be prepared for ALL equipment to fail.
- Be prepared for any human assistance NOT to do what you want or what is necessary.
- Avoid the podium at all costs. The last thing you want to do is hide behind the podium.
- Know the temperature and ventilation situation. Know how to control the "weather" in the room.
- Know where the restrooms are, especially if you are nervous.