

# **PUBLIC SPEAKING**

Public speaking is simply, an oral presentation or speech delivered to a live audience. It is generally a formal or staged event- although impromptu speeches are a common occurrence- and can be a defining career moment.

**The 7P's are : pronunciation, pace, pause, punch, power, passion and posture.**

## **TYPES OF PUBLIC SPEAKING**

### **1. CEREMONIAL SPEAKING**

Ceremonial speaking is when you give a speech on a special occasion. For instance, a graduation speech, a wedding, or an office party. This type of speech often involves a personal or emotional connection to the people you are speaking to.

### **2. DEMONSTRATIVE SPEAKING**

Demonstrative speaking is explaining to others how to do something. Knowing how to explain complex concepts in a simple way is the true power behind demonstrative speaking.

### **3. INFORMATIVE SPEAKING**

Informative speaking is essentially the need to inform. An informative speech is the transferring of data and information from one person to a group.

Informative speaking is often in a meeting setting and being able to lead it is important because it helps to facilitate conversations, building credibility and cultivating leadership skills.

### **4. PERSUASIVE SPEAKING**

Persuasive speaking is about convincing your audience of your idea or your point of view.

Persuasive speaking usually includes emotional elements and strong language. A persuasive speech can be used to get an investor to invest in your company or to get your boss to approve your idea.

Persuasive speaking is used to help you sell your idea to your team. It uses many different communication skills to create the greatest impact.

# **ART OF CONVERSATION**

- **ACTIVE LISTENING**

Active listening is a type of listening where the focus is on really paying attention while the other person is speaking. Sometimes people listen to respond rather than listening to what their conversation partner is saying.

This important listening skill lets your conversation partner know that you are paying attention. It is sign of emotional intelligence. Plus, you're more likely to remember more of the conversation afterward.

- **ASKING AND ANSWERING QUESTIONS**

Another way of showing that you are a good listener is to ask questions. Asking questions shows that you are interested and paying attention. Just be sure to allow the person to answer and take the lead. You don't want them to feel interrogated.

- **FINDING MUTUAL INTERESTS AND SIMILARITIES**

While having a conversation, keep your ears open for experiences that you have in common. Mutual interests can give you something to talk about and will keep the conversation flowing naturally.

- **HAVING AN INTENTION FOR CONVERSATION**

Whether you're bumped into a coworker at the store or you're having a conversation at a networking event, it is always good to have a goal in mind for the conversation. Having a clear intention ensures the conversation has direction and isn't uncomfortable or awkward.

- **AVOID CONTROVERSIAL TOPICS**

Always be aware of the situation and who you are talking to. Avoid topics that could be considered controversial or insensitive.

- **SMILE**

Smiling is particularly important when starting a conversation. Smile at your perspective conversation partner before either of you starts talking. This will show that you are approachable and friendly.

- **MAKE EYE CONTACT**

Making good eye contact shows them that you are interested and engaged in the conversation.

- **GIVE COMPLIMENTS**

Giving a compliment is an act of kindness that never goes unnoticed. Complimenting your conversation partner will make them feel better about themselves.

It will also enrich your conversation. Pay attention to what they are saying so you can find opportunities to compliment them genuinely.

- **ASK FOR ADVICE OR RECOMMENDATIONS**

If you're not sure how to keep a conversation going, ask for advice or recommendations. This shows that you are actively listening and that you value their input.

- **DON'T COME ON TOO STRONG**

Pay attention to the flow of the conversation and provide ample opportunity for your conversation partner to speak.

- **MAINTAIN A POSITIVE ATTITUDE**

By maintaining a positive attitude during a conversation, we show that we have self-control. People are also more likely to want to have conversations with a positive person rather than someone who is negative or who complains a lot.

# **TELEPHONE ETIQUETTES**

## **THE DO'S AND DON'TS WHILE HANDLING A CALL**

- **Ask permission before placing a call on hold**

If you are responsible for answering multiple calls, it will be necessary to place people on hold. Before placing a customer on hold, you should always politely ask if you may place them on hold. Once a customer is placed on hold, you should try to answer their call as soon as possible. Ideally, customers should not be placed on hold for more than a few seconds as they become annoyed and hang up.

- **Have patience**

People will often contact a business when they are unhappy about something. It is incredibly important to have patience and be as helpful as possible when you have an upset customer on the phone. Try your best to provide them with the appropriate resources to remedy their issue and never ever act in a rude manner towards the customer.

- **Focus on the task at hand**

Especially for those that work in a busy, fast paced office setting, it can be difficult to keep your concentration. When speaking to someone on the phone, you need to remain focused on the call as opposed to what is going on around you

- **Always listen**

While it may seem obvious, listen to what the person on the phone is saying. It is often a good idea to repeat the information back to the customer in the event that you need to take a message. This ensures that you are taking down the proper message so it can be passed along to the correct coworker.

- **Use proper titles**

When speaking to someone on the phone, especially if they are not someone you know, it is important to use proper title when addressing the person. You never want to address the caller by their first name unless you have been given permission to do so.

- **Don't use slang**

When on the phone, you should never use slang. While it may be normal in everyday conversation, slang and other poor language conveys a very unprofessional message to the customer. You also

never want to use swear words, regardless of how upset you may be.

- **Never eat or drink**

If you are tasked with answering the phone, whether full time, or as coverage for someone else, it is important not to eat or drink while on phone duty.

- **Always speak clearly**

It is important to speak clearly and slowly. Because the person on the other end of the phone cannot see your face or body language, it is necessary to convey your message through clear speech.

- **Do not yell**

Some people have a tendency to be on the louder side when they speak. If that is the case, it is imperative that you tone down your voice so that the person on the other end of the line does not feel that they are being shouted at.