

JSC270 - Class/Lab #5

Prof. Chevalier

# Public Speaking



# YOURSELF AS AN AUDIENCE

Recall a speech, lecture, or presentation that was GREAT!

**Exercise:** Specifically, what made it great? Make a list with your neighbour.





**Those are the qualities  
you want to bring to your audience**

# YOURSELF AS AN AUDIENCE

Recall a speech, lecture, or presentation that was a waste of time, or put you to sleep.

**Exercise:** What specific speaker behaviour do you recall?



**Those are the behaviours you want to consciously avoid inflicting on an audience**

CAPITAL  
MARKETS  
DAY 2016

Brussels, 10 May

Jean-Pierre Clamadieu

## ADAPTING TO A NEW WORLD A CHANGING ENVIRONMENT

### Market-Economic Trends

- Emerging markets and China transitioning to new economic model
- Drivers for longer global growth
- Shift of competitive landscape
- Higher volatility. New dynamics. Shorter cycles

### Political-Religious Trends



# UNDERSTAND YOUR AUDIENCE

**Exercise:** What should you consider about your audience before giving your presentation?



# RESPECT YOUR AUDIENCE

**Exercise:** *What makes an audience feel respected by a speaker?*



# MAKE EYE CONTACT



# PROJECT YOUR VOICE



# PROJECTION VS. YELLING



# WHAT IS PROJECTION?

A photograph of a woman from behind, wearing a red sleeveless dress and gold pants. She is standing in a field of tall, golden grass, with her arms raised high towards the sky. The background shows a bright, cloudy sky, suggesting either sunrise or sunset.

Projecting your voice is raising it to the highest level without losing your natural vocal tone and inflection.

## ***Exercise:***

*Project your voice to the farthest object in the room.*

A photograph of a woman from behind, standing in a field of tall grass. She is wearing a red sleeveless top and light-colored pants. Her arms are raised high above her head, and she is looking upwards towards the sky. The background is a bright, overexposed landscape.

"My name is

---

and my talk today is  
about

---

”

# HELP THE AUDIENCE UNDERSTAND

- Use simple conversational language.
- Clearly define terminology.
- Expand acronyms.
- Be sure words are pronounced correctly.
- Practice hard words. Ask native speakers for pronunciation help.

# BODY LANGUAGE

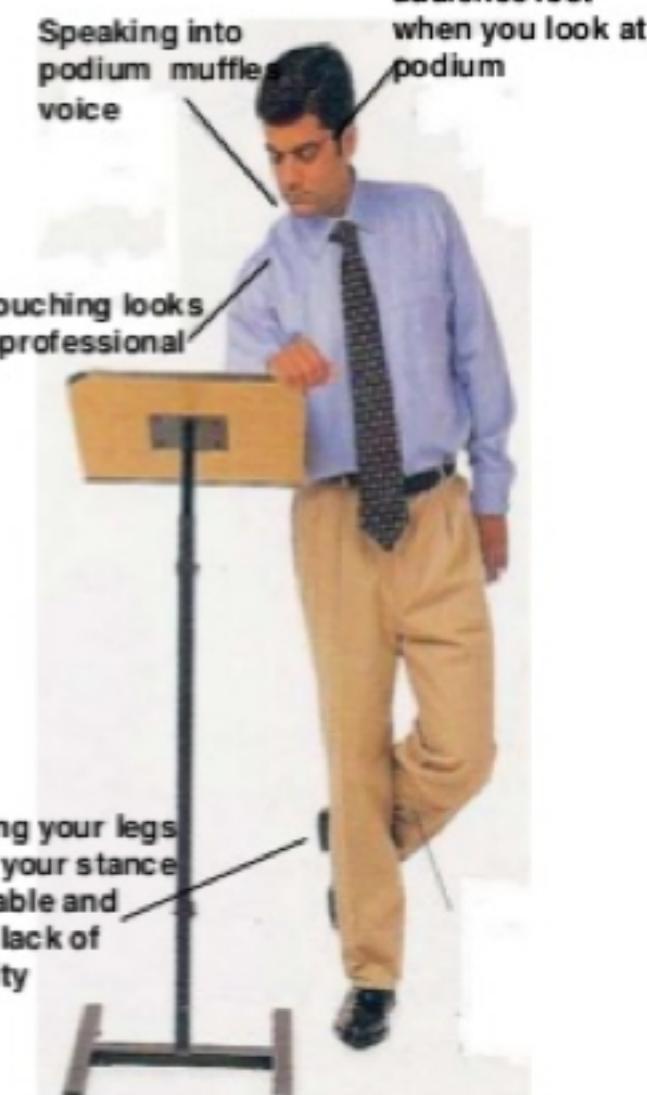
## Bad habits

- Crossed arms
- Avoiding Eye Contact
- Bad Posture
- Bad body movement
- Legs movement
- Forget to smile
- Inappropriate use of hand gestures



Standing with your back to an audience detracts from your speech

Visual aid blocked by body



Speaking into podium muffles voice

when you look at podium

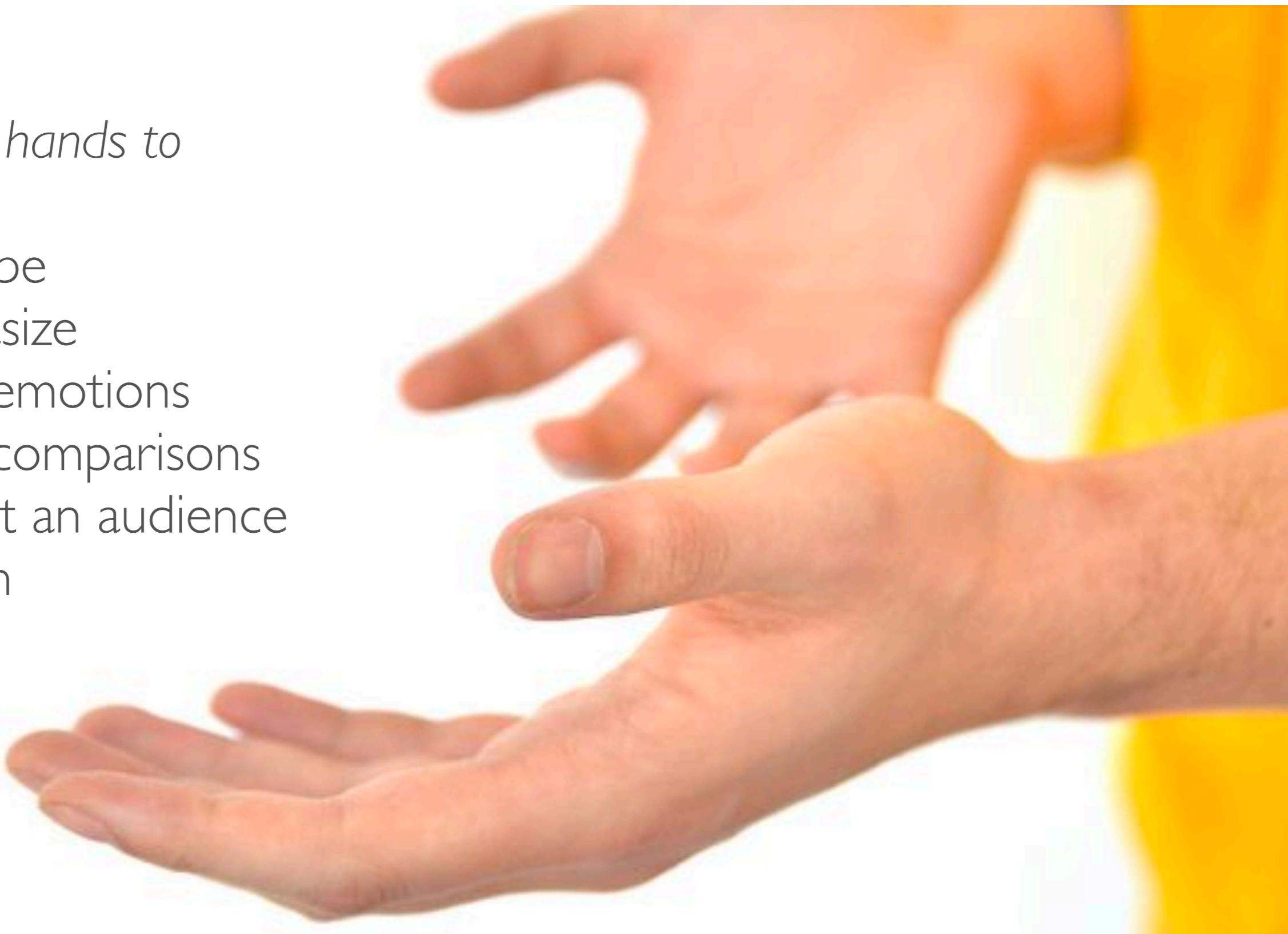
Slouching looks unprofessional

Crossing your legs makes your stance less stable and shows lack of authority

# HANDS AND GESTURES

*Use your hands to*

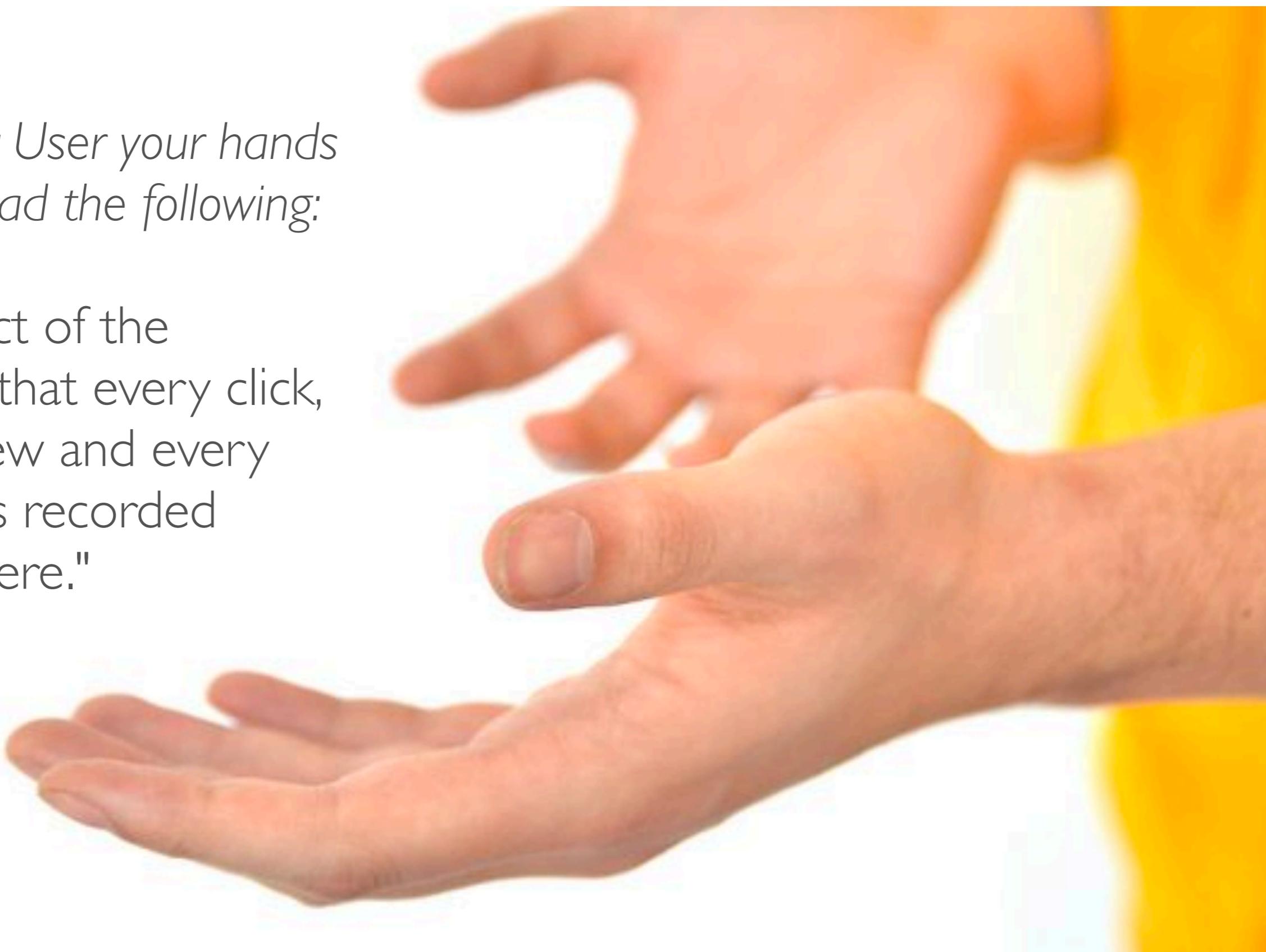
- Describe
- Emphasize
- Show emotions
- Show comparisons
- Prompt an audience reaction

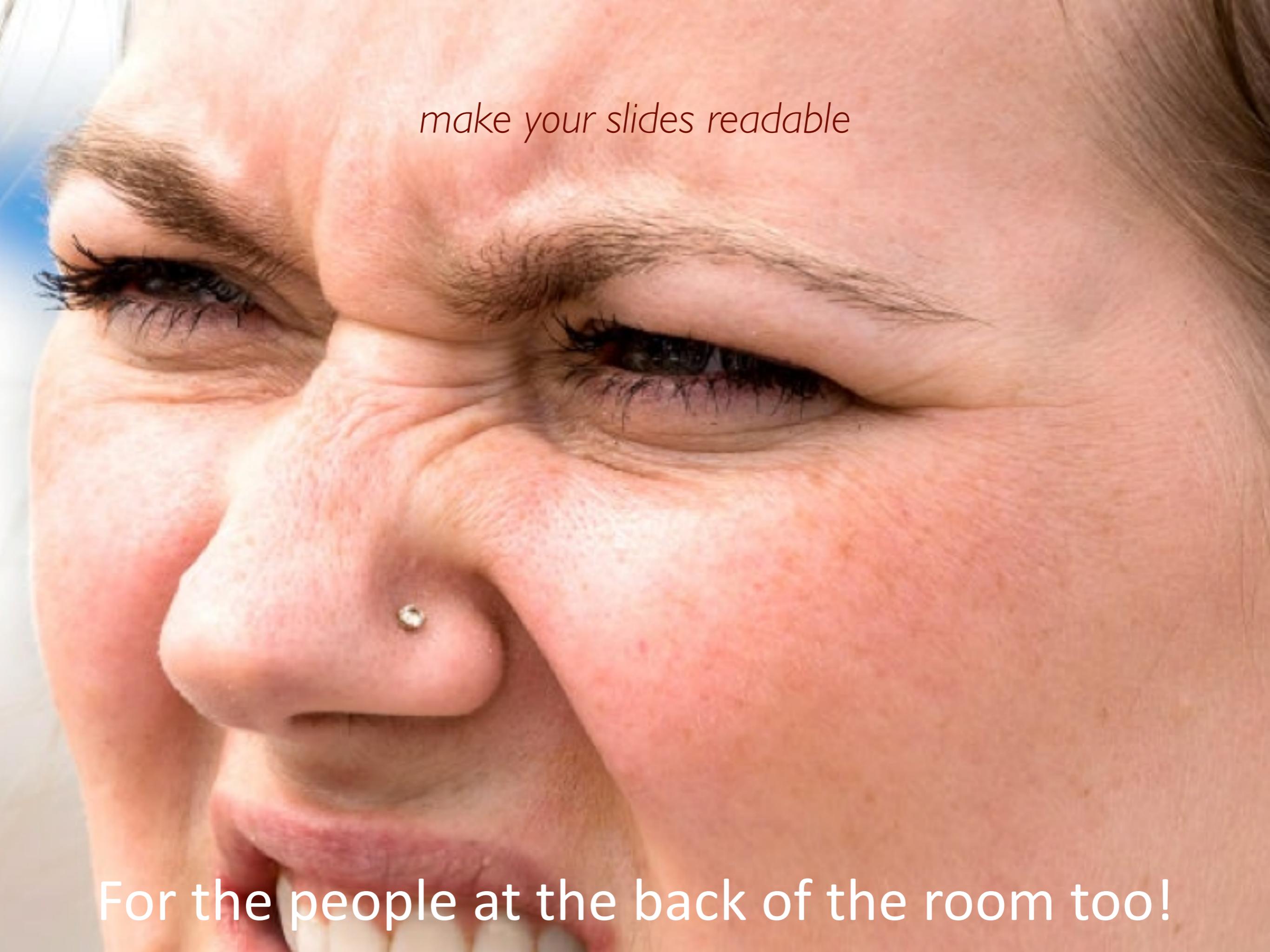


# HANDS AND GESTURES

**Exercise:** User your hands as you read the following:

"It is a fact of the internet that every click, every view and every sign-up is recorded somewhere."



A close-up photograph of a woman's face. Her eyes are closed, and she is resting her chin on her hand, which is propped under her head. She has dark hair and is wearing dark eyeliner and mascara. The lighting is soft, focusing on her eyes and the texture of her skin.

*make your slides readable*

For the people at the back of the room too!

# THE ROLE OF THE SLIDES

This slide contains way too much text. So much so that there is not way that as an audience you would get the chance to read through this.

If you do, though, you're probably not listening to what I'm saying right now, because you won't process both channels of information at once.

Unless it is absolutely necessary to have long sentences (i.e. a quote), don't write long sentences in your slides. The audience won't have the time to read the text.

If you have slides that are text heavy, take the time to read them with the audience (but there is a danger of making your presentation not engaging)

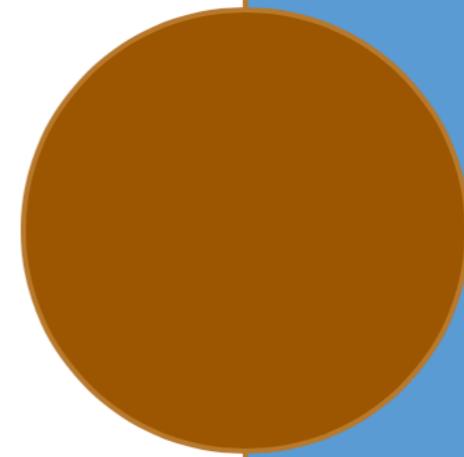
GUIDE THE VIEWER'S ATTENTION  
**BAN LASER POINTERS!**



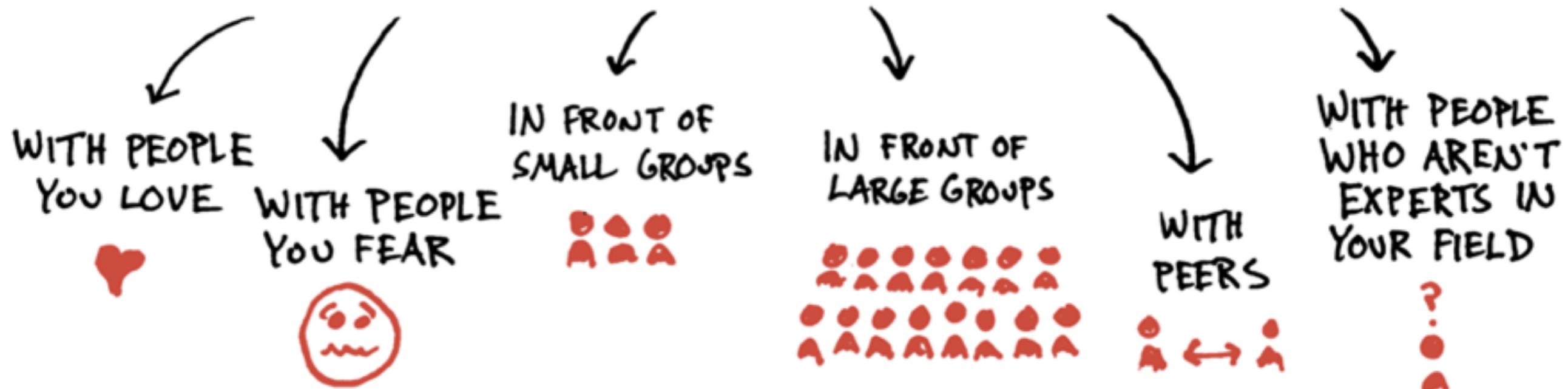
# VISUAL AESTHETICS

Avoid uninformative content

... especially if this content is space consuming



# REHEARSE, REHEARSE, REHEARSE!



ACCEPT CRITICISM, LEARN FROM IT, AND KEEP REHEARSING

**TIP:** MAINTAIN A NATURAL VOICE BY IMAGINING YOU'RE SPEAKING TO  
JUST ONE PERSON IN A SPONTANEOUS ONE-WAY CONVERSATION