



# **Speaking Positively:**

## **Inspiring Your Audience with Your Communication**

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Professor, Author, & Speaker

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# Welcome!

“The single biggest problem in communication is the illusion that it has taken place.”

- George Bernard Shaw

This communication curriculum is designed to inspire scientists and researchers to present their work effectively in public forums and inspire the larger public with their ideas.

Although many scholars have developed the right skills to conduct meaningful research, many need help sharing their findings engagingly and effectively with the community.

## Together we will,



# Author. Speaker. Coach.

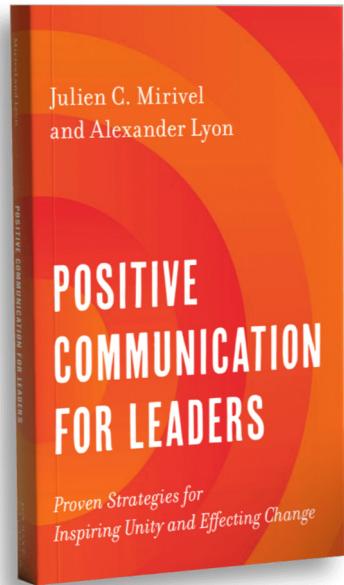
**Dr. Julien C. Mirivel**  
*The Art of Positive Communication*



I'm a professor of communication at the University of Arkansas at Little Rock, an author, and a professional speaker.

Originally from Paris, France, I traveled to the US as a 15-year old to learn English. Today, I am a founding scholar in the emerging field of positive communication and an award-winning teacher and scholar. In 2013, I was named a Distinguished Teaching Fellow at UA Little Rock.

I am the author of five books on positive communication, including **Positive Communication for Leaders: Proven Strategies for Inspiring Unity and Effecting Change** (with Alex Lyon).



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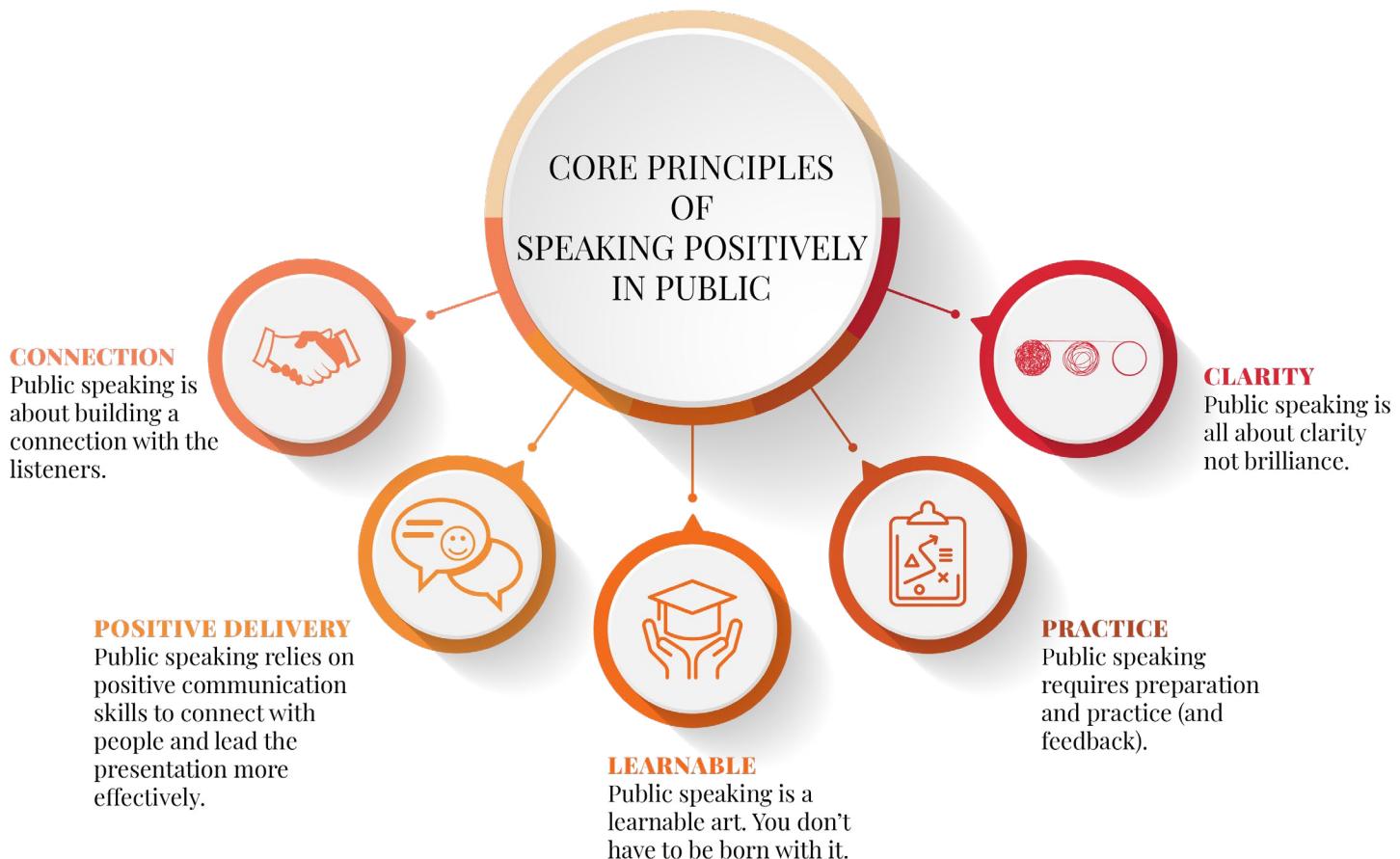
## Stay Connected:

[Julienmirivel.com](http://Julienmirivel.com)



# Part One

## Core Principles of Speaking Positively In Public



“

Speaking positively  
is not about being  
brilliant. It's about  
being clear and  
having the courage  
to connect more  
meaningfully.

”

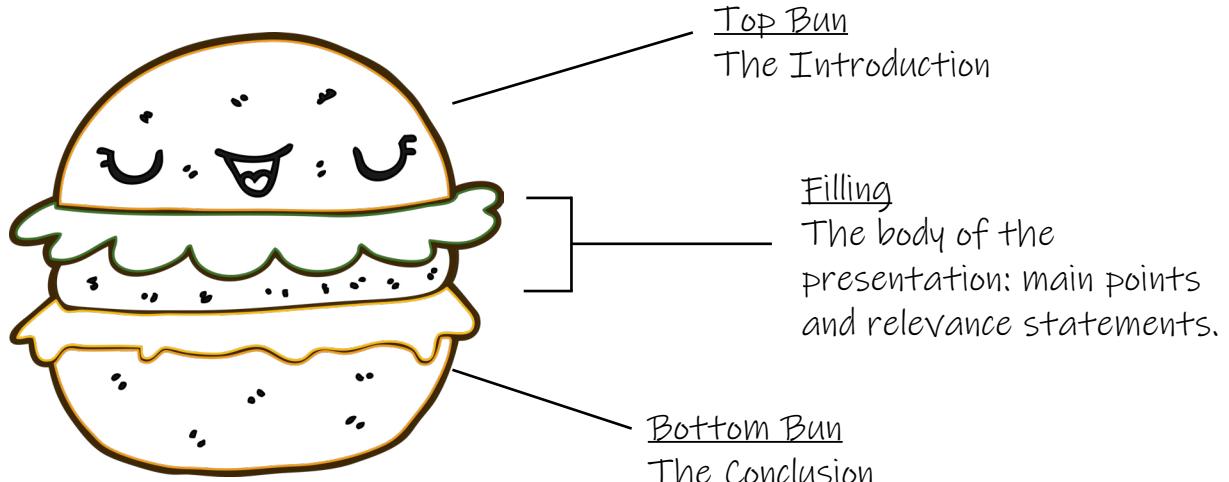
# Part Two

## Plan Your Presentation Using Macrostructure

According to Nichols & Stevens' 1957 study, *Listening to People*, people tend to forget 50% to 33% of what they learn. Macrostructure refers to the big-picture organization of your presentations (hence macro and structure). To help the audience remember your message, use structure to make the information easy to follow and to reinforce the most important part (your main points) of what you have to say.

### Macrostructure Elements

Like building a sandwich, the macrostructure can be used to create a concise and memorable presentation.



# Macrostructure Details

## Introduction

**Attention Getter:** Tell us something that immediately grabs our attention and is connected to the topic.

**Audience/Listener Connection:** Explain why we should listen to this speech on this topic.

**Speaker Credibility:** Share the research and personal experiences that make you credible for this topic.

**Thesis Statement:** State, in one sentence, the goal of your presentation.

**Preview:** List, in order, what your main points will be.

## Body

**First Main Point:** first support statement for your thesis.

**Listener Relevance Connection:** Explain why this specific information is important to your audience.

**Second Main Point:** second support statement for your thesis

**Listener Relevance Connection:** Explain why this specific piece of information is important to your audience

**Third Main Point:** third support statement for your thesis

**Listener Relevance Connection:** Explain why this specific piece of information is important to your audience.

## Conclusion

**Thesis Restatement:** Restate the main idea of your presentation which should match the thesis in the introduction. “In this presentation, I argue...”

**Main Point Summary:** Review the main points you talked about in the order they were covered.

**Clincher:** Provide closure to the presentation by referring back to the attention-getter.

# Part Three

## 3-Minute Presentation



### Description:

Think of three fun or interesting facts about your research to present to the group. The 3-minute presentation is to put into practice the content we've discussed related to utilizing the macrostructure and connecting with our audience.

### Purpose:

Planning and practicing presentations is the best way to become more confident and competent speakers.

### Requirements:

**Content:** Choose three fun or interesting facts (3 main points) about your research and develop a three-minute presentation for the group. Use the outline on the following page to help you structure the content of your presentation.

**Time:** Everyone will be given 3 minutes to present. At 3:15 the room monitor will mute you and indicate your time is up. It is recommended that you run your own timer as you present; however, the room monitor will hold (1) finger up when there is (1) minute remaining and (3) fingers up at (3) minutes indicating that you have 15 seconds to complete the thought you're on before the mic will be muted.

# Macrostructure Outline

## Introduction

Attention Getter: Tell us something that immediately grabs our attention and is connected to the topic.

Audience/Listener Connection: Explain why we should listen to this presentation on this topic.

Speaker Credibility: Share the research and personal experiences that make you credible for this topic.

Thesis Statement: State, in one sentence, the goal of your speech; Ex., *"In this presentation, I argue..."*

Preview: List, in order, what your main points will be.

# Body

First Fun Fact: first support statement for your thesis.

Listener Relevance Connection: Explain why this specific information is important to your audience.

Second Fun Fact: second support statement for your thesis.

Listener Relevance Connection: Explain why this specific information is important to your audience.

Third Fun Fact: third support statement for your thesis

Listener Relevance Connection: Explain why this specific information is important to your audience.

# Conclusion

Thesis Restatement: Restate the main idea of your presentation which should match the thesis in the introduction. “In this presentation, I argue...”

Main Point Summary: Review the main points you talked about in the order they were covered.

Clincher: Provide closure to the presentation by referring back to the attention-getter.

# Presentation Checklist

	1	2	3	4	5
<b>INTRODUCTION</b>					
<b>Attention Getter:</b> Focuses the audience on speech purpose.					
<b>Listener Relevance:</b> The speaker makes a clear connection between those in the audience and the topic.					
<b>Credibility:</b> The speaker establishes expertise through his/her knowledge of the subject and personal connection to the topic.					
<b>Thesis:</b> The speaker clearly states the central idea of the speech as one clear statement.					
<b>Preview:</b> The speaker <b>explicitly</b> states the main points of the speech.					
<b>BODY</b>					
<b>Main Point Content:</b> The information in the speech is organized around 3 distinct main points and ties directly to the thesis statement.					
<b>Audience Connection:</b> The speaker uses stories, appropriate self-disclosure, translation of statistics, and other appropriate ways to keep the audience engaged.					
<b>CONCLUSION</b>					
<b>Restate thesis:</b> The speaker restates the central idea of the speech.					
<b>Summary:</b> The speaker <b>explicitly</b> reviews the main points of the speech.					
<b>Clincher:</b> The conclusion is marked with a clear reference to the attention-getter used in the introduction.					

# Think & Reflect

## Workshop Debrief

1. How did it feel to use the macrostructure?

2. How did it feel to deliver the 3-minute presentation?

3. What did you learn that was particularly helpful, new, or that was affirmed?

4. What changes are you considering making to how you prepare for presentations online/in person?

5. How might you use what you've learned in contexts OTHER than public speaking?