



SPEECH GUIDELINES FOR PUBLIC SPEAKING

PUBLIC SPEAKING

- ✖ **Public speaking** (sometimes termed oratory or oration) is the process or act of performing a presentation (a speech) focused around an individual directly **speaking** to a live audience in a structured, deliberate manner in order to inform, influence, or entertain them.

KNOW YOUR MATERIAL

- ✖ The best and first rule to follow is to know your material
- ✖ Pick topics that interest you and do extra research on your favorite topic to be fully informed, but you don't need to use all the information on the subject
- ✖ Bring up personal stories and make the topic seem conversational, using humor is always acceptable and helps with remembering the material

PRACTICE & REHEARSE

- ✘ Second rule, practice and rehearse your material out loud, and if you can, use a microphone, or something that represents a microphone
- ✘ When practicing, remember where pauses worked best and keep them there, or revise as needed
- ✘ Practicing also helps with how much breath is needed for a segment of your material
- ✘ Time yourself, because you don't want to go over the allotted time

KNOW YOUR AUDIENCE

- ✖ Third rule, it's not a bad idea to get to know your audience in both senses, personally and in general
- ✖ As members arrive, go up to them and introduce yourself and ask them a question that will let you know a little bit more about them, this way, when you look out, you'll be able to connect better and feel you're among friends instead of a group of strangers

ACCLIMATIZE

- ✖ Fourth rule, get the feel of the room you'll be speaking in
- ✖ Arrive a bit early and walk around the area and if the microphone is set-up, practice using it and any visual aids you might be using during your speech or lecture

RELAX BEFORE YOUR PRESENTATION

- ✖ Fifth rule, you need to be relaxed when you first begin to speak, one way to accomplish this is to address the audience, this will calm your nerves and give you a small amount of time
- ✖ Pause after addressing the audience, smile and count to three before you start your speech
- ✖ For some reason, this approach has always worked
- ✖ This is also something you should put into your practice time

VISUALIZE THE PRESENTATION

- ✖ Sixth rule, while practicing, visualize yourself actually giving the speech
- ✖ See yourself speaking with confidence and see yourself enjoying the subject you are speaking about
- ✖ See the audience enjoying your speech as well, see them laughing at the appropriate moments and applauding at the end

UNDERSTAND YOUR AUDIENCE

- ✘ Seventh rule, understand that your audience wants you to succeed, they aren't there to humiliate you, they are there because they really want to hear what you have to say
- ✘ But, they also want to be informed, stimulated, intrigued and entertained, so keep this in mind when you are organizing your material

DON'T SHOW YOUR NERVOUS

- ✗ Eight rule, you don't need to apologize for being nervous, basically because they won't really know that you are unless you tell them



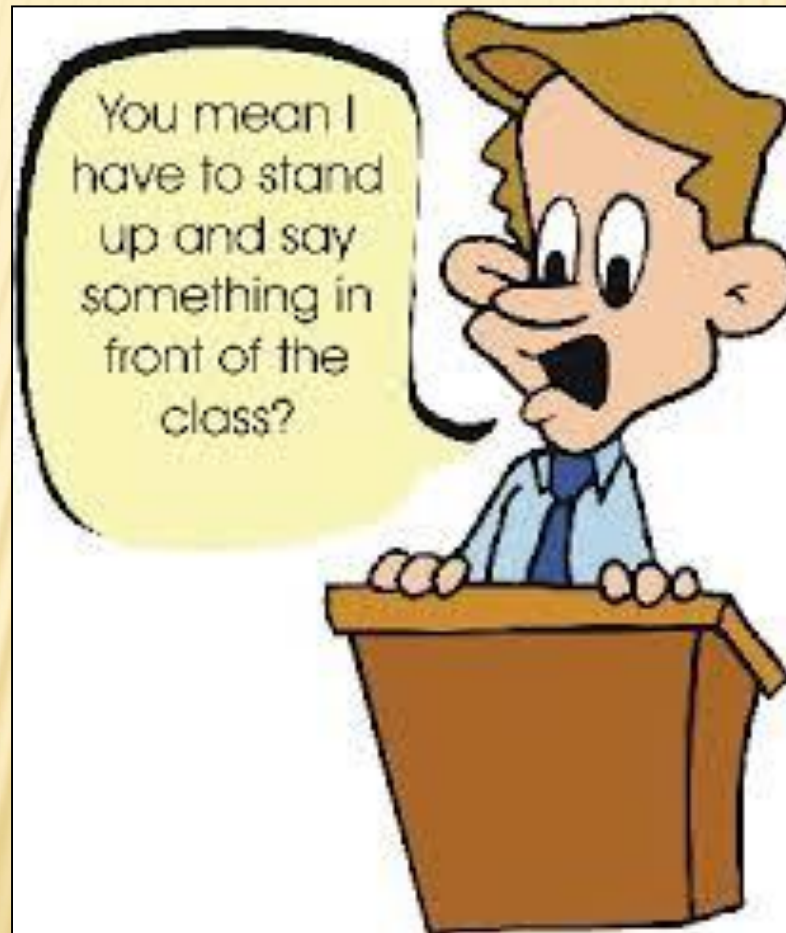
FOCUS ON THE MESSAGE

- ✘ Ninth rule, if you focus on the message and not about how nervous you are, then you've won the battle
- ✘ Your own anxieties will be pushed to the background and your material will shine forth and foremost, which is what you want your audience to be focused on, your material and not you

PRACTICE & GAIN EXPERIENCE

- ✘ Finally, the tenth rule, you need to get stage time, gain experience
- ✘ The only sure way to hone in on the craft of public speaking is to keep doing it
- ✘ There are many organization geared just for public speaking
- ✘ If you want to get over your fear of public speaking, it's best to participate in the organizations

BARRIERS TO PUBLIC SPEAKING



FEAR & ANXIETY

- ✖ The biggest barrier to presentation success is fear and anxiety
- ✖ Standing-up in front of a group of people stimulates our fight or flight instincts
- ✖ Fear can be faced and anxiety dealt with
- ✖ *Fear is an unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain, or a threat to your well being*

FEAR & ANXIETY

- ✖ The trick is understanding how your body NATURALLY reacts to the anxiety caused by a presentation and how to cope with the anxiety during presenting
- ✖ In fact, fear can actually be the fun of speaking
- ✖ It gives a bit of an edge to our performance
- ✖ You just have to understand what is happening to you and how to effectively deal with the fear

SELF-LIMITING BELIEFS

- ✖ As I practice my own presentations, I have this conversation with myself: “This presentation sucks. No one is going to find this useful. Why are you doing this? You are going to fail!”
- ✖ I then argue back with myself: “No, this is going to be great. I just need to press on!”
- ✖ You are often your own worse enemy
- ✖ You must identify those beliefs and replace them with new ones in order to reach your presentation destination

LACKING EXPERIENCE

- ✖ In Malcolm Gladwell's book, "Outliers", he says you have to do an activity for 10,000 hours before you can be an expert
- ✖ In order, to reach your presentation destination you need to get experience presenting
- ✖ Hiring a coach can dramatically cut down the time you spend to get you to an expert level

OVERCOMING SPEECH BARRIERS

- ✗ *Summit your fear*
- ✗ *Quit the voices of your inner demons*
- ✗ *Get the experience you need!*

F-E-A-R: has two meanings:

1. Forget Everything And Run

or

2. Face Everything And Rise



The Choice is Yours!

QUESTIONS ???