

PUBLIC SPEAKING

How to talk, basically

More people fear public speaking than they
fear death

BUT WHY?



The physiological response that most of us experience before public speaking is the same as that of courage before starting a fight.

You can channel fear into energy if you're in the right mindset. Even when you're a brilliant public speaking, that slight fear never really goes away.

A big part of learning public speaking is taking that fear and turning it into something constructive.

BUT I'M
STILL
SCARED



There's no reason to be. When was the last time you went to watch a speech and sat there hoping the speaker would fail?

You'll (likely) never be in front of an audience that sits there hoping you'll fail. Nobody wants to see a bad speech.

Audiences want to be educated and entertained.
They want you to do well - its in their own
interest.

A close-up photograph of a beaver's face. The beaver has dense, brownish-brown fur. Its eyes are dark and round, and its nose is a dark, moist color. The beaver's mouth is slightly open, showing its teeth and tongue, giving it a surprised or speaking expression. The background is blurred, showing more of the beaver's body and some foliage.

WELL
THAT
SOUNDS
GOOD.

CONTENT

What to say

If your audience is bored, you are not giving a good presentation. No amount of body language or flair will save you.

So, your topic has to be engaging. The best way is to draw your audience in with a story.



No one remembers a
bunch of numbers and
statistics, but they'll
remember a story and
how it made them feel.

You have to inspire the right feelings and emotions within your audience. Should they feel disgusted? Start laughing? Cry? Want to take action?

But sometimes, you can't tell a story. If this is the case for your topic, at least give your audience a good structure.

We'll give you two structures to try later on in the Impromptu Section.

FRAMEWORK

Things to be careful about

We often use a framework called SPATE for making sure we are doing the right thing.

S - Stance

P - Projection

A - Articulation

T - Tone

E - Eye contact

With these five things on lock, you'll be on your way to giving good speeches.

STANCE

You want to stand confidently.

LIKE THIS?



STANCE

No, not like that.

Avoid rocking back and forth, avoid pacing. Hold your ground. If you move forward, do not move back (unless you are too far forward and its awkward). Moving backward looks like a sign of retreat.

STANCE

Stand up straight, open your chest.

Don't face your slides on the screen behind you. Don't face the preview screens in the back of the room. Look at your audience. More on this later.

PROJECTION

Make sure the audience can hear you without being too loud.

Also make sure you aren't trailing off at the ends of sentences.

ARTICULATION

Speak clearly and slowly.

Make sure your words are not being slurred.

Match your gestures to what you're saying.

TONE

Match your tone to what you are communicating. Tone is a powerful tool. Read these sentences:

“Last night, my sister fell down the stairs!”

or

“Last night... my sister fell down the stairs...”

In one case, your sister is an idiot. In the other, she's probably in the E.R.

TONE

The same way ellipses and exclamation points add “tone” to a sentence and change its meaning, the tone of your voice will change the meaning of what you say.

TONE

Don't say things like "this is exciting!" or "this is tragic". Let your tone and body language send that message instead.

You will be receiving a detailed presentation on Body Language in the coming weeks. For now, just stick to the obvious best practices along with what we cover in SPATE.

EYE CONTACT

Make eye contact with everybody in the room.

Throughout your speech you should slowly scan the room, holding eye contact with individual members of the audience for a few seconds at a time.

But, make sure you don't start at one side of the audience and look at folks one by one until you're at the other side. That's awkward. Make sure you aren't neglecting any side of the room for a long period of time.

ASSIGNMENT:

IMPROVPTU

SPEAKING

Public speaking on the fly

We'll be doing some impromptu speaking this process. The first session will happen at your weekday meeting this Wednesday, so get ready.

All of you will be given a topic, thirty seconds to prepare, and then deliver a two-minute speech.

The most important goal is to fill the time expected while speaking fluently. Stuttering and “um”-ing for two minutes does not count.

STRUCTURE

The two most common formats are (1) telling a story and (2) essay format.

Story telling is literally just telling a story. It's less rigid, but more difficult because its easy to ramble and lose your story structure. (STAR interview format from rush could be useful here).

STRUCTURE

Essay format is easier. Intro, Point #1, Point #2, Point #3, Conclusion. Boom, done.

Pick an interesting story to use in your introduction. Tie that story in throughout your speech (if you can) or just use it in your introduction and conclusion.

This is easier, but the downside is that it can be boring if you follow the structure but have a dull speech.

TIPS AND TRICKS

The audience does not know if you are telling the truth. If you're stuck, make stuff up. It's just an impromptu speech.

Note: Do not use this as advice for the real world. Real life is not a speech, which means if you make something up, you will get called out. Do not take this risk.

TIPS AND TRICKS

Make sure you fill up the time allotted. But make sure you have a plan.

Come up with a couple of stories that are entertaining and can be used in a wide variety of topics.

SOME EXAMPLE TOPICS

We'll be giving you topics that are poking fun at typical interview questions. Some examples:

“Tell us about a time that you broke up a conflict between two dolphins.”

“Tell us about a time a child yelled at you.”

HOW TO PRACTICE

Meet up with your pledge brothers (or your pledge pair) and ask each other questions like the one on the last slide.

Practice exactly what you'll be doing on Wednesday: 30 seconds of prep time followed by a 2 minute speech.

Be honest and give each other candid feedback.

DETAILED ESSAY-FORMAT OUTLINE

Introduction

Story

Roadmap - ("Today, we'll be discussing three things. First, blah blah, second, blah blah, third, blah blah blah.")

Point 1

Tagline - ("First, we're discussing blah blah")

Elaboration - back up your claims

Impact - why does this matter?

Point 2 (same breakdown as Point 1)

Point 3 (same breakdown as Point 1)

Conclusion

Revisit your roadmap - "we discussed 1, 2, and 3.."



QUESTIONS?

**ASK YOUR PLEDGE BROS
then CONTACT PM/PIC IF
YOU STILL NEED HELP**