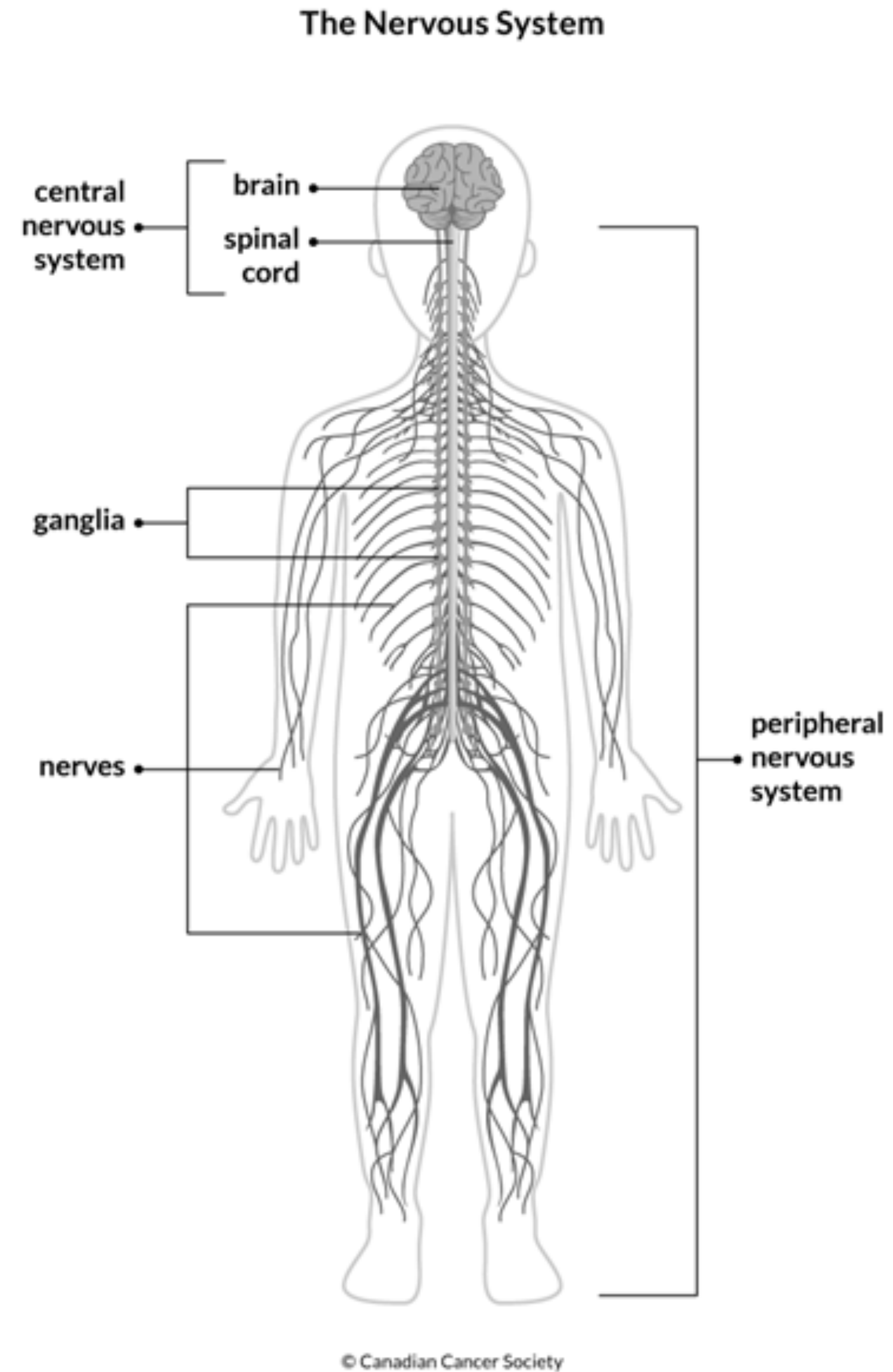


"All the procedures by which one mind
may affect another"

- C. E. Shannon & W. Weaver
1949



CONSCIOUS

50 bits/second

UNCONSCIOUS

11m bits/second

Make it for the
receiver



Family



Friends



Store/Service

Technical
English



Stranger



Many



Translation



The Royal Family  @RoyalFamily · 52s ...

The Queen died peacefully at Balmoral this afternoon.

The King and The Queen Consort will remain at Balmoral this evening and will return to London tomorrow.

Technical English

Words & grammar for universal understanding

THE BIG IDEA

Technical English is a different operating system for writing & speaking in English.

- 1 Technical English **uses plain words and short sentences.**
- 2 Technical English **is both clear & specific.**
- 3 Technical English **makes all receivers feel included.**

endeavour > **try**

visualize > **see**

terminate > **end**

transmit > **send**

functionality > **features, or how it works**

We'll use SEO.

We'll use Search Engine Optimization (SEO).

It's effective against SQL injections.

It helps protect your data from attacks.

- 1 Technical English **uses plain words and short sentences.**
- 2 Technical English **is both clear & specific.**
- 3 Technical English **makes all receivers feel included.**

The process runs a lot faster. CLEAR, but

> **We reduced latency from 10ms to 1ms.** SPECIFIC, but

> **We cut delays 10%.** CLEAR & SPECIFIC

ALTERNATE > **We cut delays 10%. They're now 1ms.**

CLEAR & MORE SPECIFIC

(Generally) sentences < 25/30 words

(Often) sentences express
only one or two thoughts.

- 1 Technical English **uses plain words and short sentences.**
- 2 Technical English **is both clear & specific.**
- 3 Technical English **makes all receivers feel included.**

fireman > **fire fighter**

policemen > **police officers**

mankind > **humans, humanity or humankind**

Exceptions only when 100% certain
the pronoun matches the person

- ☐ Are you using the plainest words?
- ☐ Are you avoiding words the receiver(s) might not understand?
- ☐ Are statements supported by facts/data?
- ☐ Are most sentences <25-30 words?
- ☐ Are you using inclusive terms?

THE BIG IDEA

Technical English makes information easier to understand quickly.

"There are two types of
speakers, those that
are nervous and
those that are liars."

- Mark Twain

Remain anxious

Train the butterflies to fly in formation

“The best speakers know
enough to be scared ...
... the only difference
between the pros and the
novices is that the pros
have taught the
butterflies to fly in
formation.”

- Edward R. Murrow

"Reverse plumbing" wet <> dry

Easily agitated/jumpy

Stomach upset

Hesitant

Looking down/away

Forgetful

Fidgety/swaying/swivelling/rigid

Foggy brain

Feeling

Tactic

<i>"I can't stand the idea of standing in front of all those people"</i>	Think of how you are helping
<i>"I'm going to make a fool of myself"</i>	Think of the role you are in
<i>"This is so important to me..."</i>	Focus on the present
<i>"I need to know the right way to do this"</i>	Accept there is no single way
<i>"I don't know how"</i>	Learn the craft of speaking

Win the beginning

Make pauses positive

Before the talk

Practice, practice, practice

Watch other talks

Imagine your audience

Use only material you believe in

On the day

Dress for comfort + confidence

Get there early

Know the first 15 seconds well

Take two deep breathes

Remember

It's a talk

It's not a recital

Content

Talk about things you know

Talk about things that will be useful to the audience

Organize a three-part structure

1

2

3

Beginning

Middle

End

What's something
that will get people
wanting to know
more?

Three things

What's something
you want people
to remember?



(Examples? Ideas?
Suggestions? Facts?
Events? Etc.)

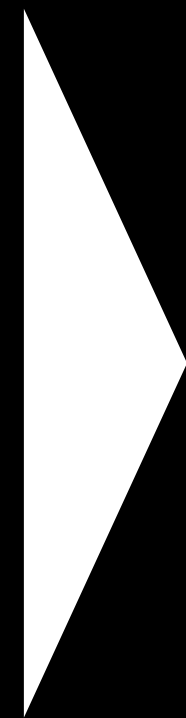
Make them things you know

— 1 —

Beginning

What's something
that will get people
wanting to know
more?

Get attention



Fascinating fact/puzzling question

Promise

Story

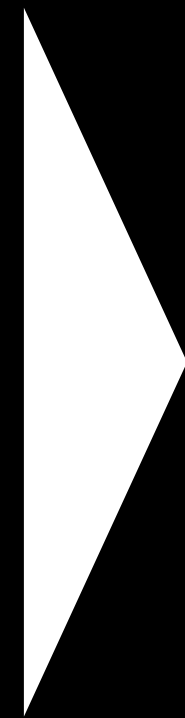
Scenario/metaphor

Show & tell

— 2 —

Middle

Keep attention



Make it easy to follow

Use signposts to help “see”
your structure

—— 3 ——

End

Earn attention for next time



Something was memorable

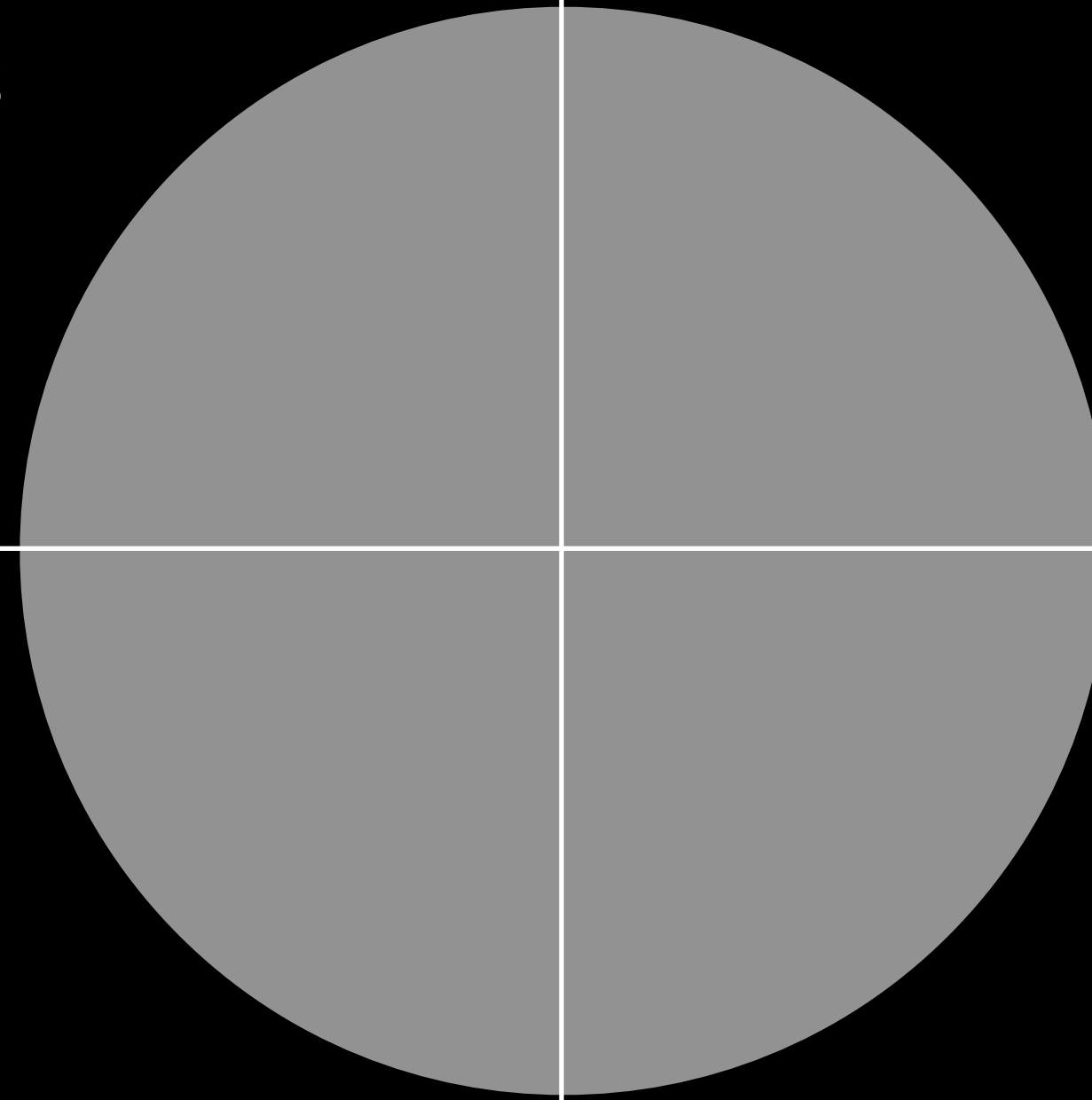
Delivery

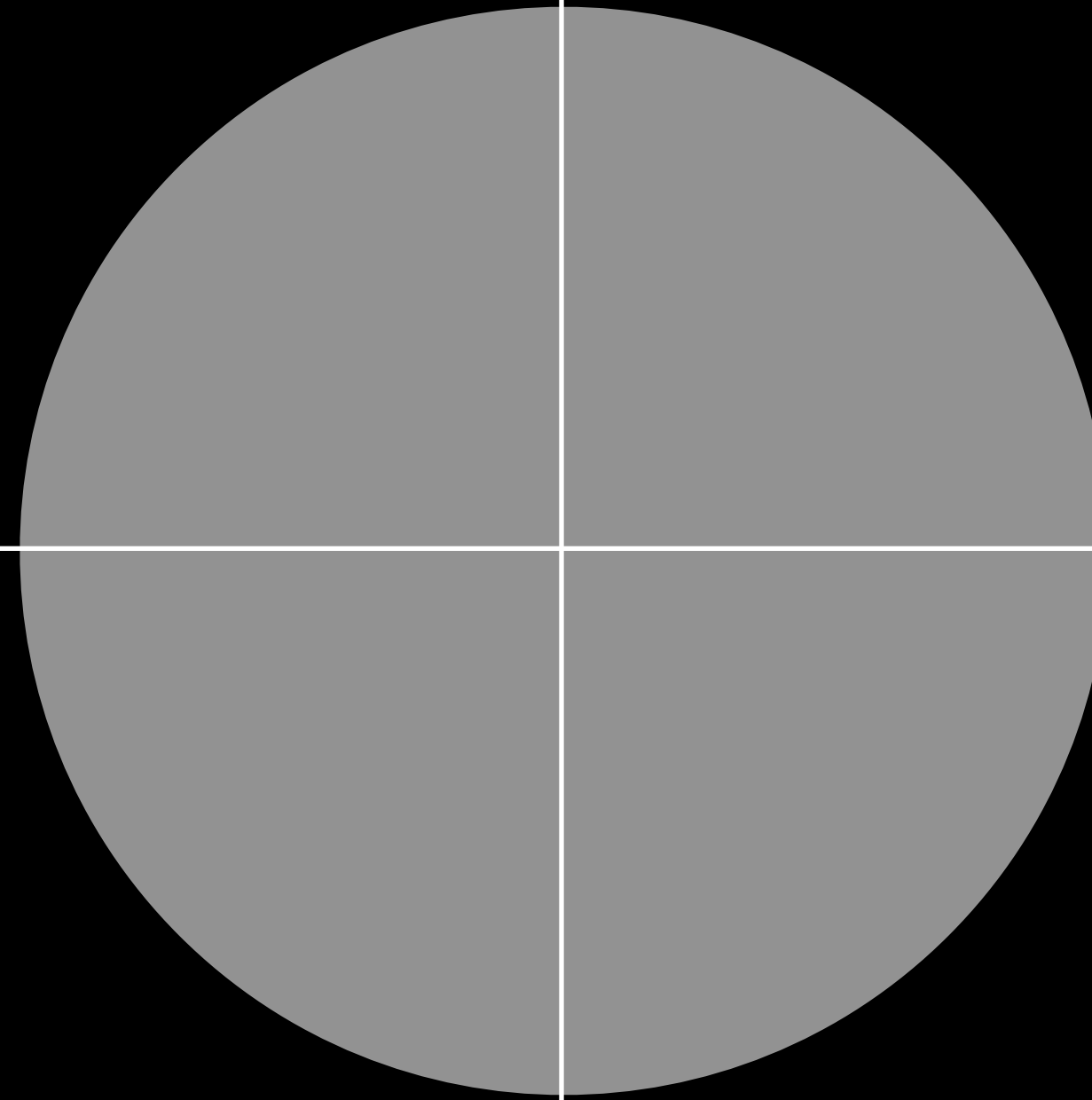
Mannerisms

Hesitations/uhms

Volume, pace

Eye contact





Mannerisms

Hesitations/uhms

Volume, pace

Eye contact

PREPARED
TEXT

SPONTANEOUS

MEMORIZED

MODULAR

*PREPARED
TEXT*

SPONTANEOUS

MEMORIZED

MODULAR

1

3

2

**First thing
you will say**

*Three other things you want to say
- any order -*

**Last thing
you will say**

- ☐ Talk about things you know.
- ☐ Think of the opening, closing and three things to say in between.
- ☐ Say it over and over and over again, to yourself, and out loud.
- ☐ Before you start, take two deep breathes.
- ☐ Speak slightly louder and slightly slower, and make eye contact with someone.

THE BIG IDEA

**Turn a talk into a conversation
with a close friend.**

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