

NEW

“Talk Like TED” – Edition 2

Tips & Tricks for Public Speaking



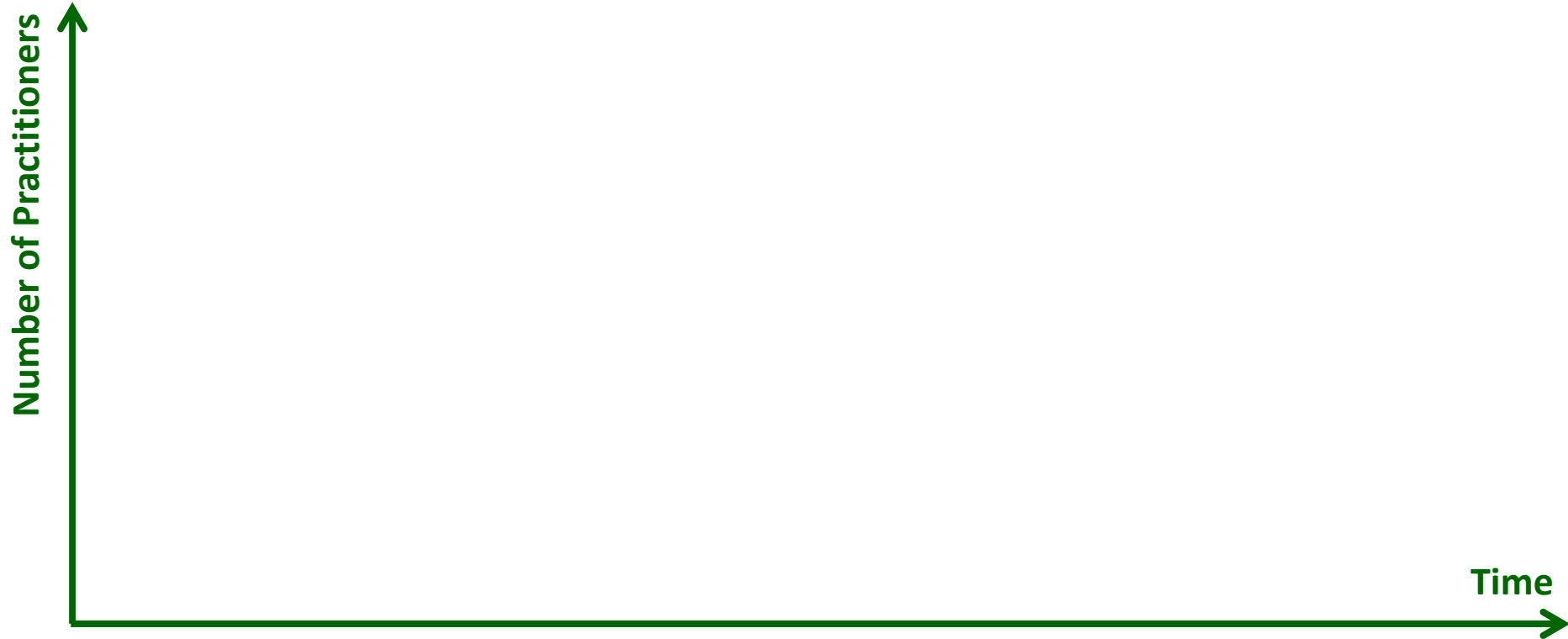
Steve LEROY – 9 May 2017



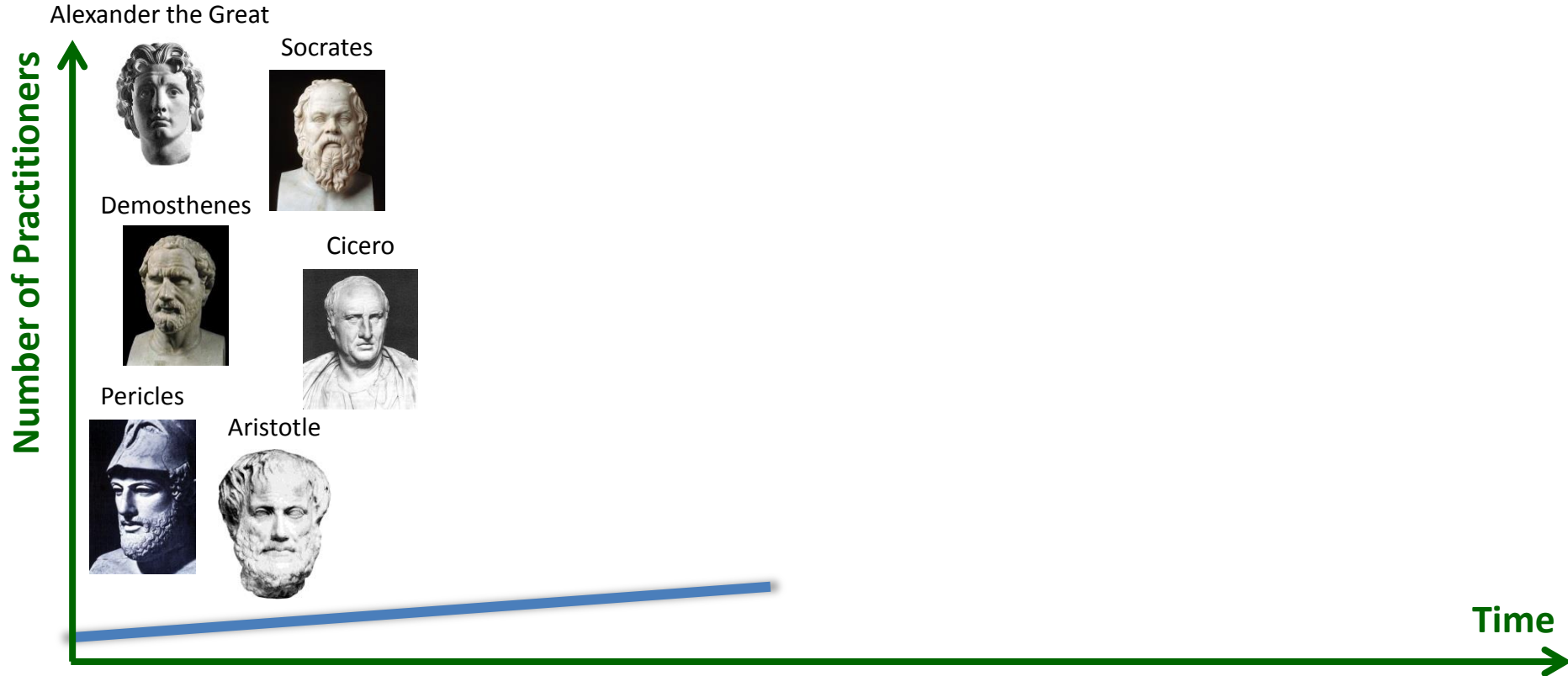
1 – INTRODUCTION

UNDERSTAND THE BIG PICTURE AND THE COMPOSING PARTS

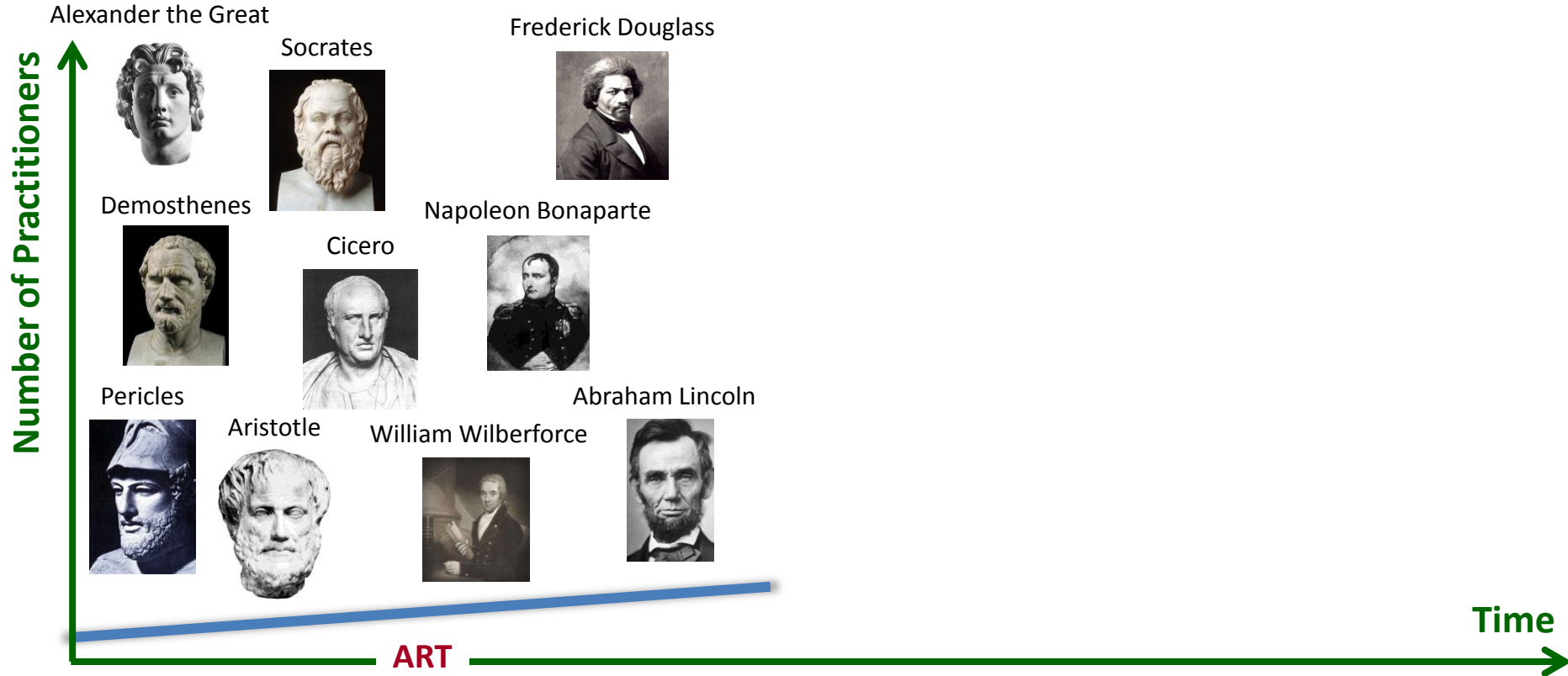
Introduction – Rise of Public Speaking



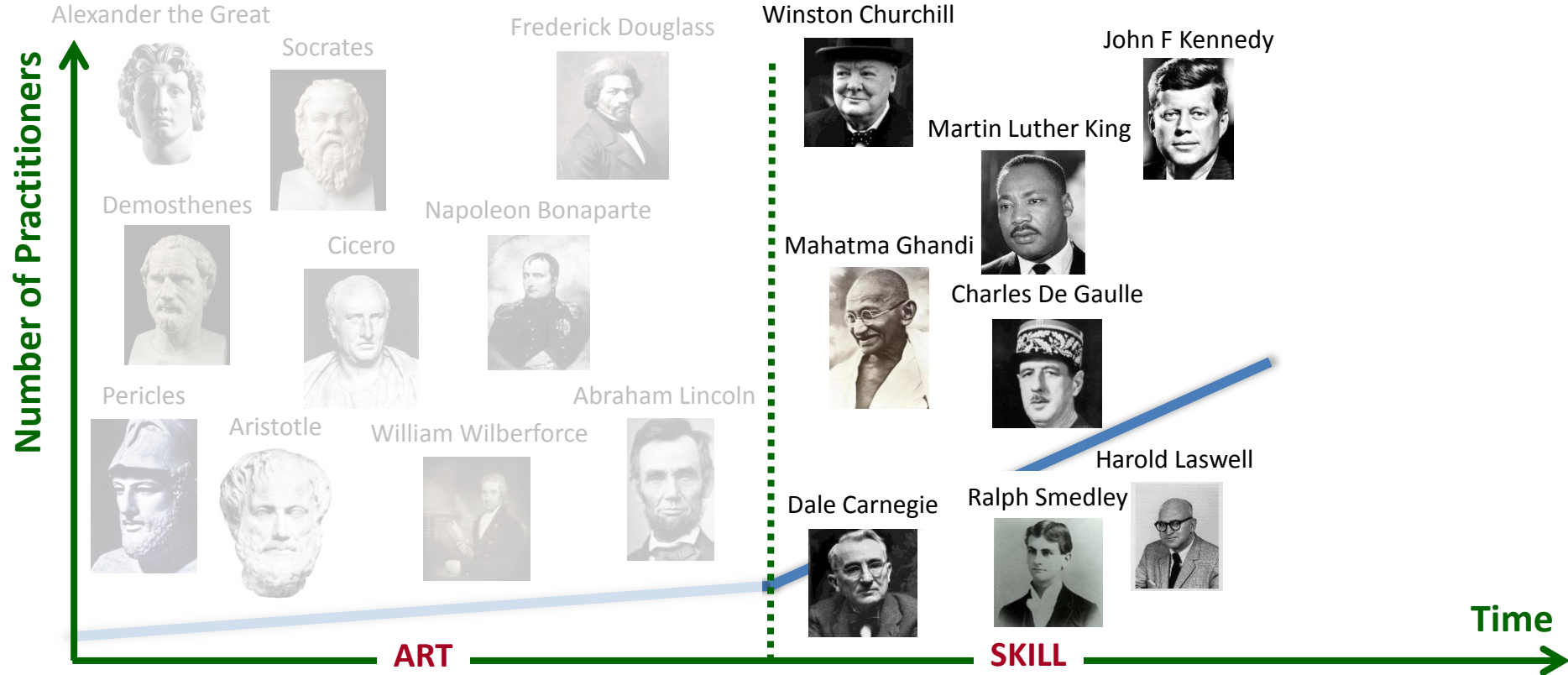
Introduction – Rise of Public Speaking



Introduction – Rise of Public Speaking

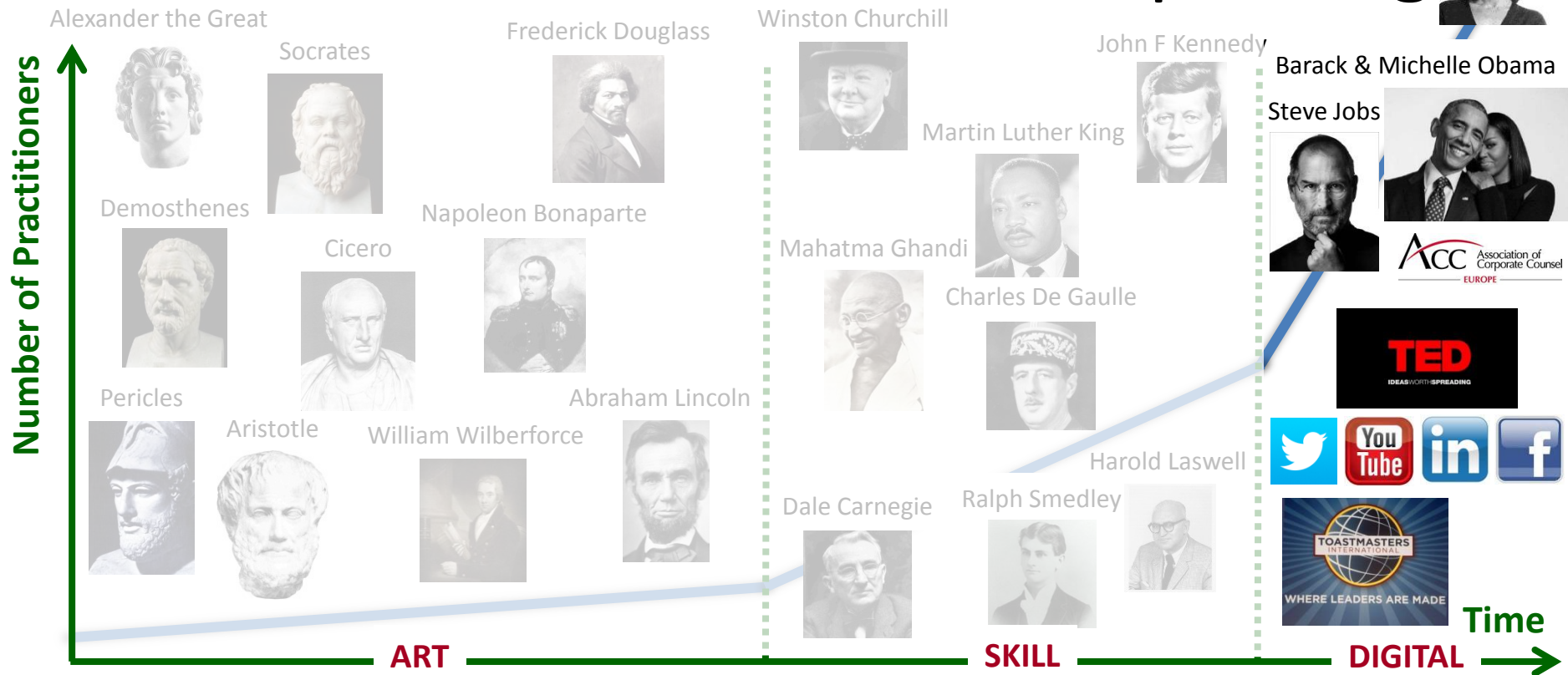


Introduction – Rise of Public Speaking





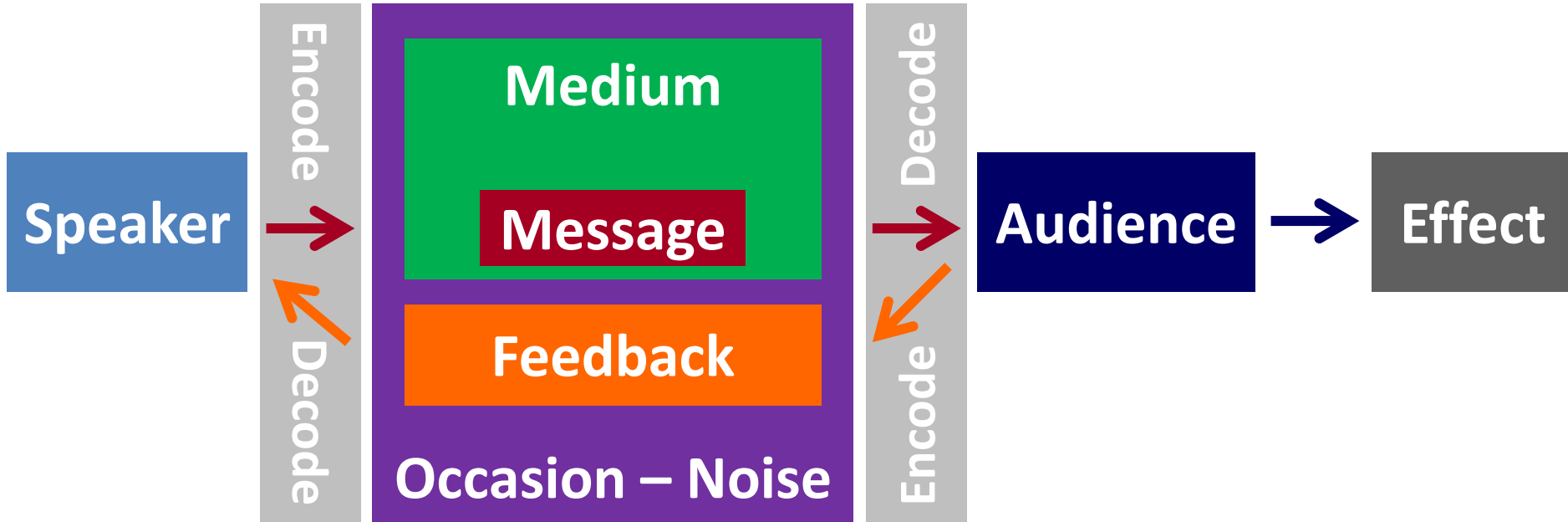
Introduction – Rise of Public Speaking



Introduction – You Can Be Great At It

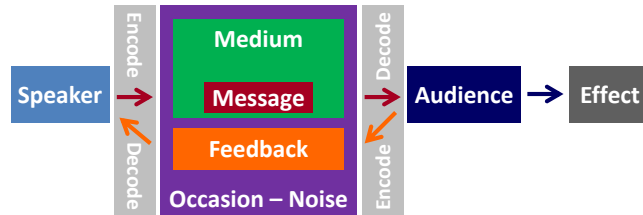


Introduction – Communications Model



Introduction – Summary

1. **Rise of public speaking** – art to skill to digital
2. **You can be great at it** – do the plain hard work
3. **Communications model** – use composing parts



Introduction – What We Will Cover

1. **Introduction** – understand the big picture and the composing parts
2. **Impact** – start with the end in mind to be effective
3. **Audience** – use empathy to understand their perspective
4. **Content** – take the audience on a journey to a destination
5. **Speaker** – accept that you are who your audience came for
6. **Format** – use what helps deliver your message
7. **Context** – check out all the details beforehand
8. **Rehearsal** – practise, practise, practise
9. **Aftermath** – take charge of the questions & answers
10. **Conclusion** – tell a clear story, rehearse and be yourself

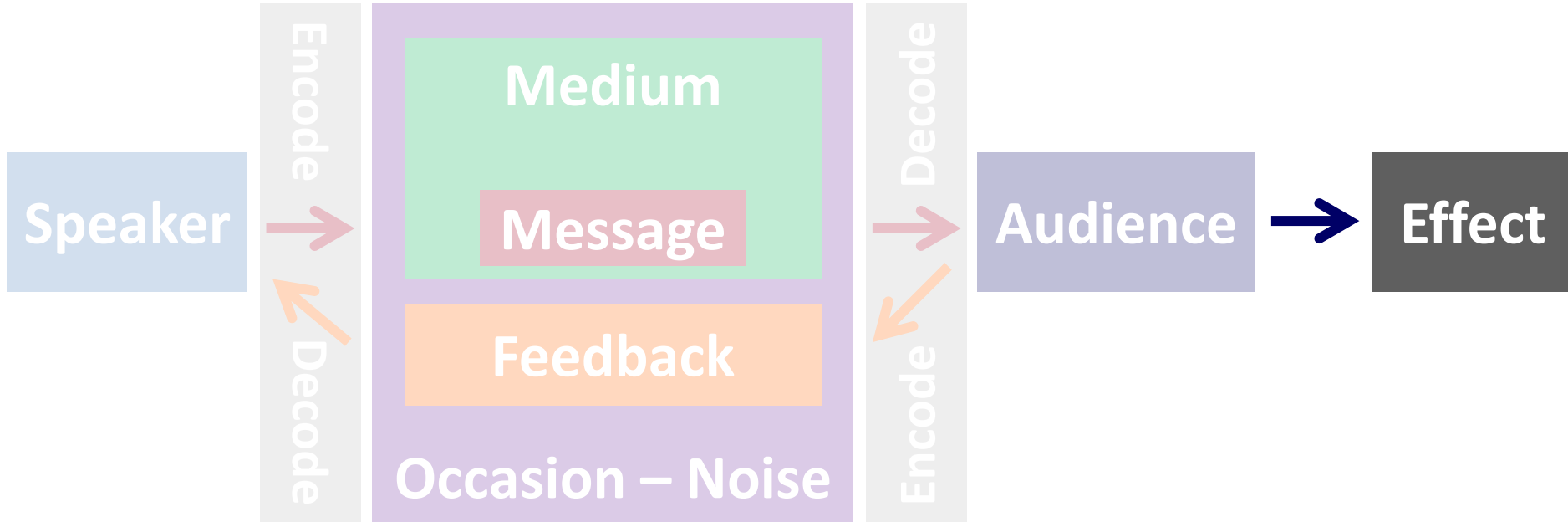




2 – IMPACT

START WITH THE END IN MIND TO BE EFFECTIVE

Impact – What You Want to Achieve



Impact – Photo Opportunity



Impact – Ideas Become Reality



Impact – Act of Leadership

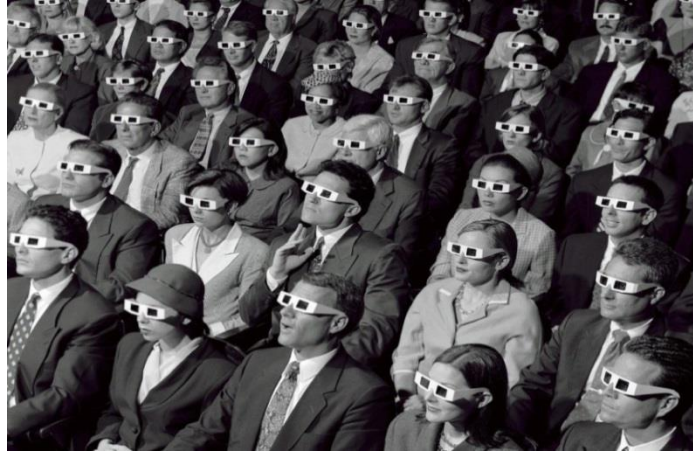


Inform, persuade, inspire

Impact – Summary

1. **Reputation** – photo opportunity
2. **Action** – ideas become reality
3. **Leadership** – act of leadership

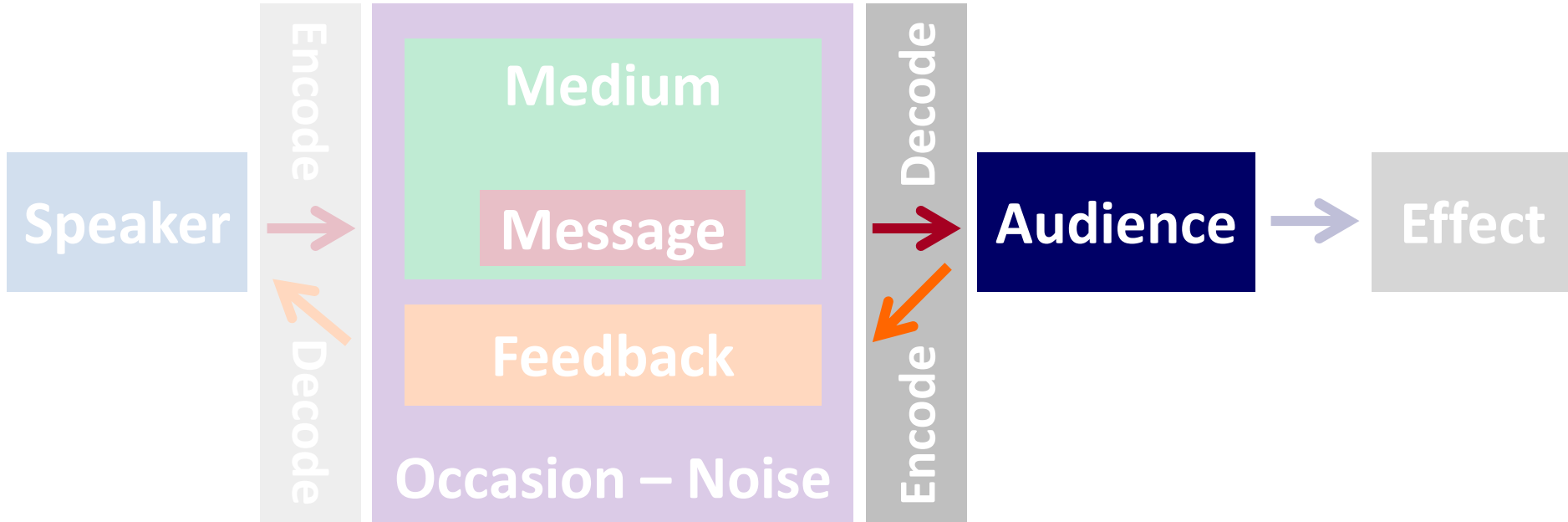
Inform, persuade, inspire



3 – AUDIENCE

USE EMPATHY TO UNDERSTAND THEIR PERSPECTIVE

Audience – They Are Your Focus



Audience – It Is Not About You

- **It is not “your” moment** – you borrow their time
- **You are a “servant-speaker”** – you are at their service
- **Your speech is a gift** – should be nicely wrapped and what they like



Audience – It Is About Them


Put yourself in your audience's shoes and ask yourself:

- Who are they? Age, education, experience, mood...
- What do they know about your topic?
- What do they want and need to hear?



Audience – It Is About Effect on Them

- **Inform** – What do they need to know?
- **Persuade** – How do you want them to feel?
- **Inspire** – What do you want them to do?

You inform, persuade, inspire
 **They know, feel, do**

Audience – Adoption Ladder

Status	Engagement	Engagement	Status
Unaware	Knows nothing about your ideas	Knows nothing about your ideas	Unaware
Aware	Knows something about your ideas	Knows something about your ideas	Aware
Understands	Understands the meaning of your ideas	Thinks (s)he understands your ideas, but does not really want to listen	Understands
Supports	Thinks positively about your ideas	Votes against your ideas, when asked	Resists
Involved	Actively searches for arguments to support your ideas	Actively seeks arguments to reject your ideas	Opposes
Committed	Influences others to support your ideas	Takes action to defeat your ideas	Obstructs
Ambassador	Does everything possible to successfully realise your ideas	Does everything possible to eliminate your ideas	Terrorist

Ed Gruwez pp. 50-51

Audience – Summary

1. **Not About You** – servant speaker with a gift
2. **About Them** – taking their perspective
3. **About Effect on Them** – inspiring them to act

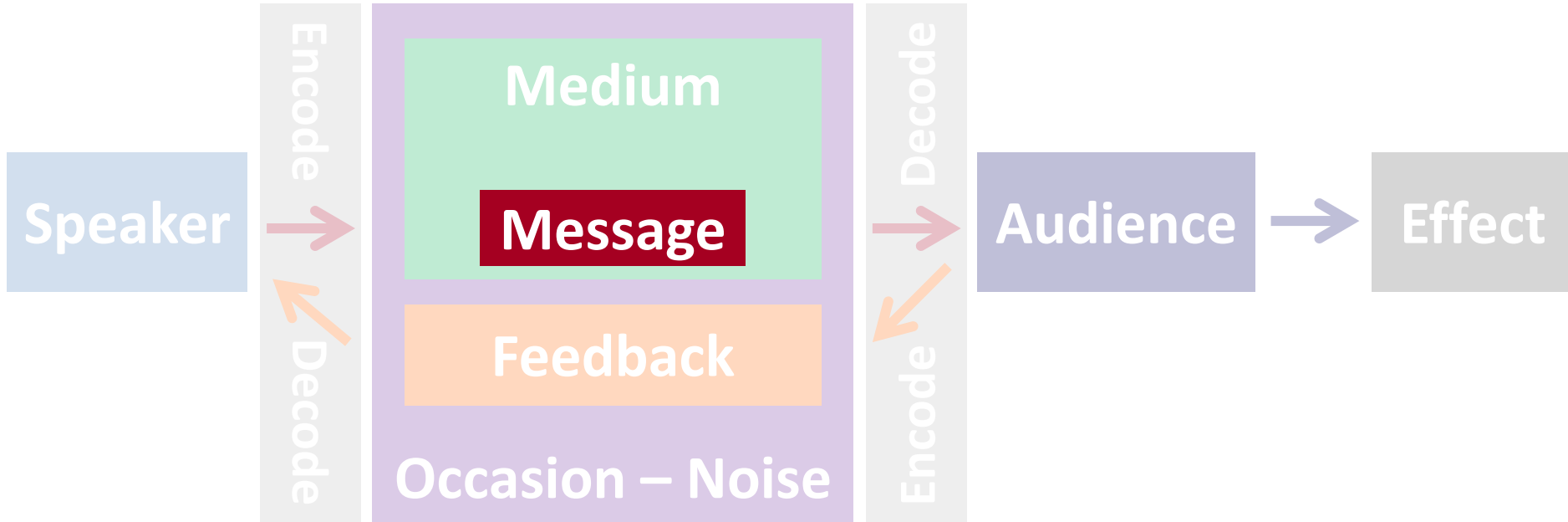




4 – CONTENT

TAKE THE AUDIENCE ON A JOURNEY TO A DESTINATION

Content – The Story You Tell



Content – Your Expertise plus Novelty

- Speak about topics in your **area of expertise**
 - Topic you know well
 - Subject you understand and will learn more about
 - Avoid invitations outside your area of expertise!
- Satisfy audience's **curiosity for novelty**
 - Idea
 - Data
 - Angle
 - Delivery
 - Context



Content – Building Your Presentation

- **Start with the essence** because
 - People like the big picture first
 - Time is limited
 - Attention fades
- **Three steps** to build
 1. **Content** – from longlist to shortlist
 - a. Objective content – facts & figures
 - b. Subjective content – anecdotes & stories
 2. **Summary** – explaining context, issue, solution
 3. **Structure** – grouping items in logical buckets



Content – Rule of Three

People only remember

3

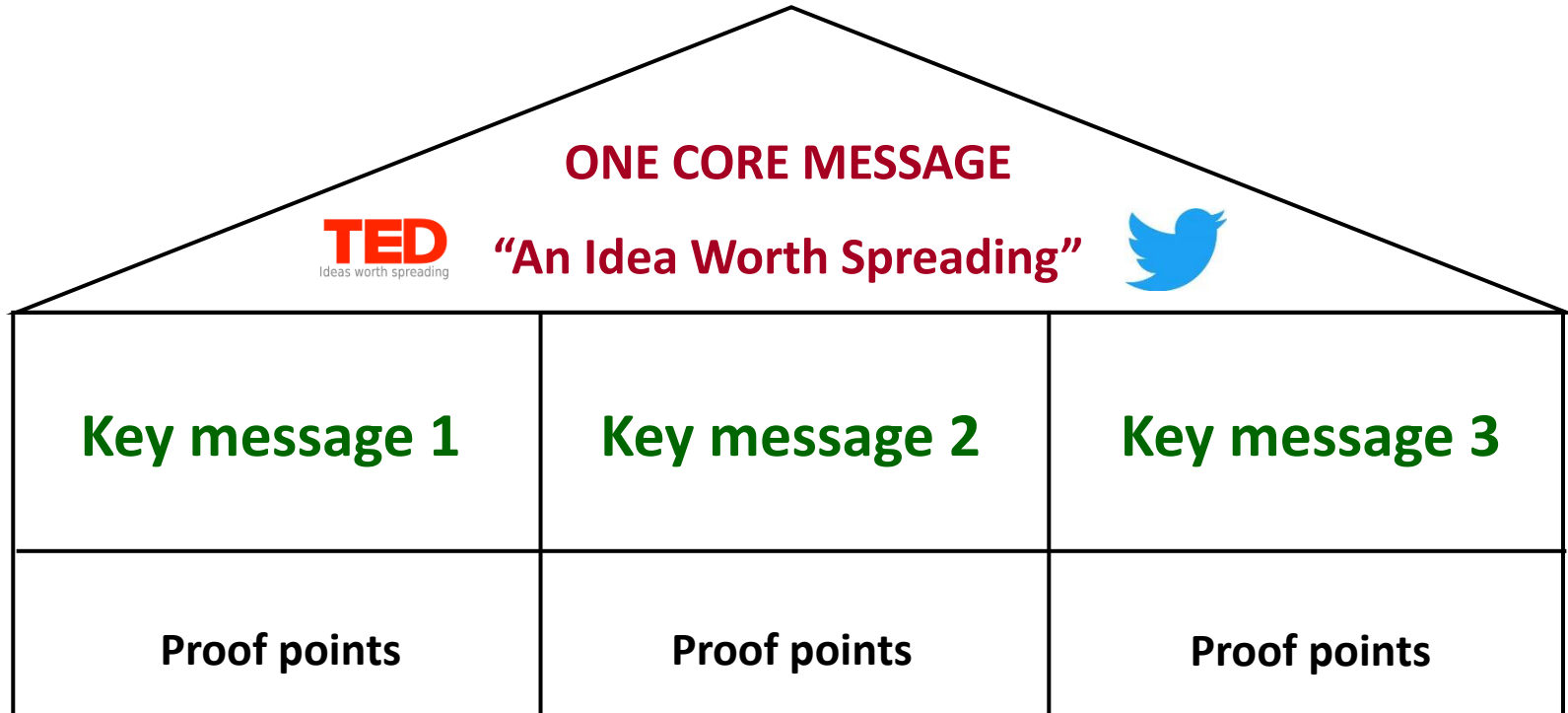
things at the same time

So ideally, use only

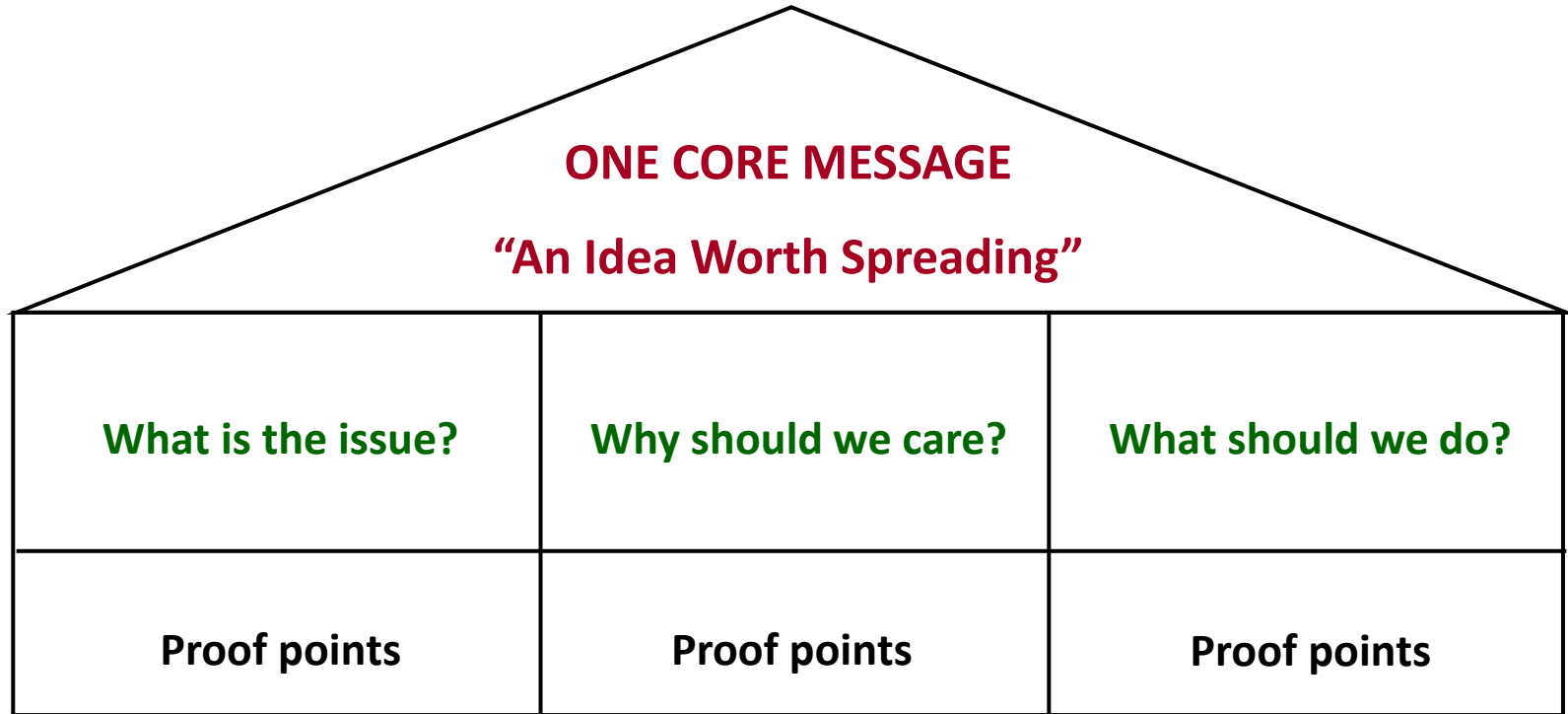
- Your story
- Your anecdotes
- Your summaries

elements in:

Content – Message House



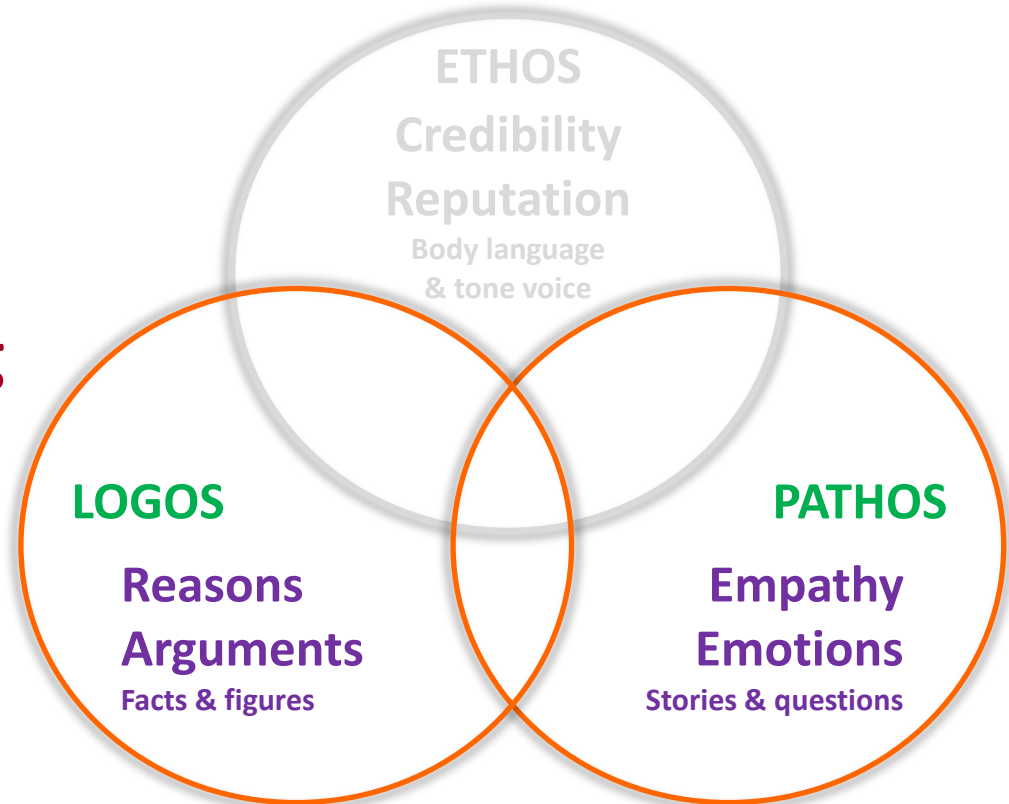
Content – Message House



Content – Emotional & Rational Sense

A good speech is both:

- **Emotionally engaging**
- **Factually correct**



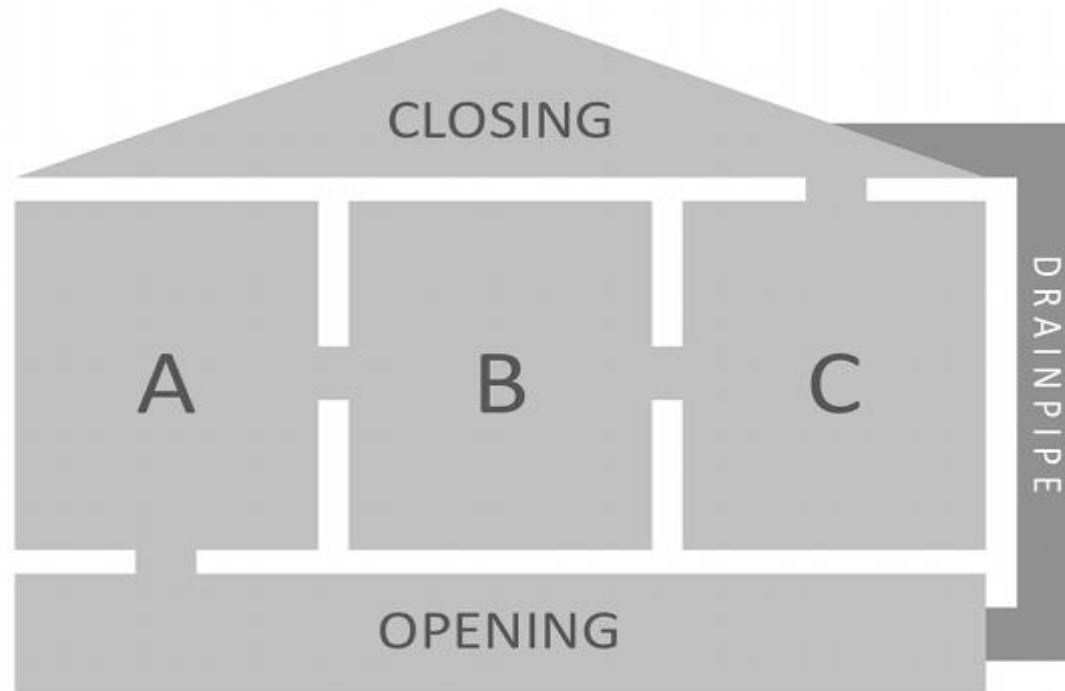
Based on Aristotle through Kate Atkin p. 84

Content – Why Tell Stories?



Humans are hardwired for stories

Content – Structure



© Florian Mueck: Speech Structure Building™

Content – Opening

- “You never get a second chance to make a first impression”, so **grab attention immediately**
 - Use anecdote or example to illustrate your core message
 - Keep “captatio benevolentiae” short or out

ATTENTION!

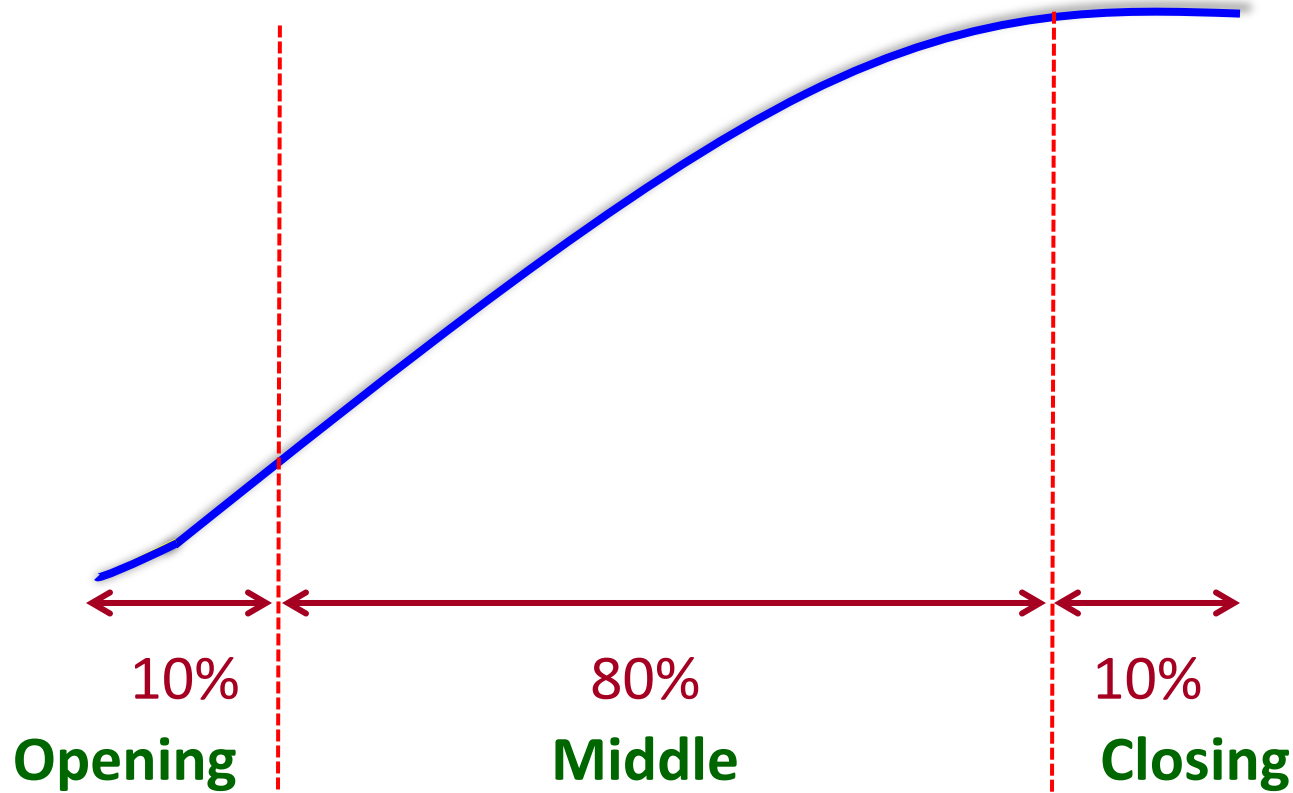
- **Give your three key points up front**, then develop in Middle
- **Give a short map of the journey** you are taking people on

Content – Middle

- Use **one main core message**
 - with no more than **three supporting messages**
 - built on **facts** that **appeal to the rational side**
- Use **stories**, characters, anecdotes, analogies, examples, quotes, experiences & questions to **engage emotionally**
- **Repeat** to drive the penetration of your message
- Build up towards a **climax** in the closing



Content – Journey Towards Climax



Content – Creating a Star Moment

- Memorable **dramatization**
- Repeatable **sound bites**
- Evocative **visuals**
- Emotive **storytelling**
- Shocking **statistics**



Nancy Duarte, Resonate pp. 148-149

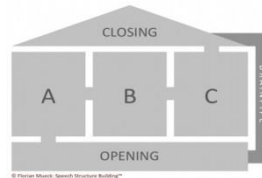
Content – Closing

- **Repeat, summarise and connect** closing to opening with a “drainpipe”
- **End on the high point** where you brought the audience and be memorable!
- Pause one second, and **end with a brief “thank you”**



Content – Summary

1. **Your expertise & novelty** – know your stuff and tickle curiosity
2. **Message house** – be simple with three points
3. **Sense, structure & climax** – tell a story that makes sense, has a clear structure and ends in climax

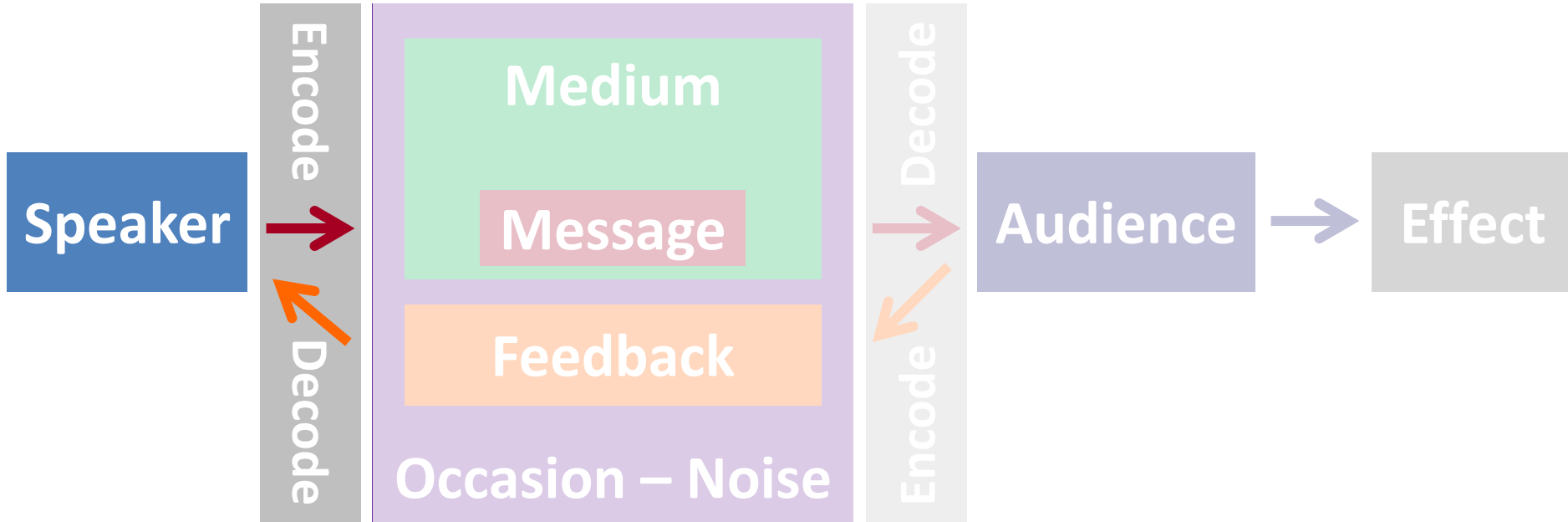




5 – SPEAKER

ACCEPT THAT YOU ARE WHO YOUR AUDIENCE CAME FOR

Speaker – Audience Came to See You

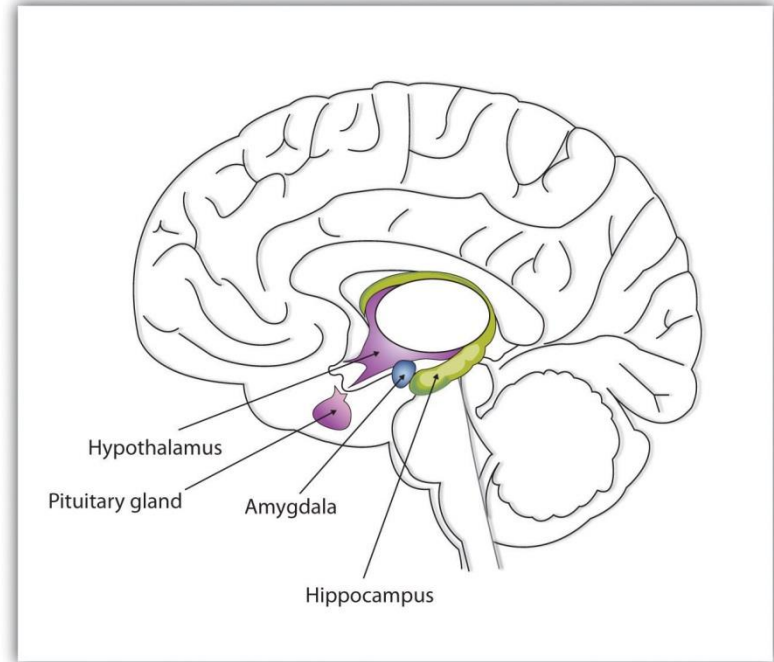


Speaker – Many Have “Glossophobia”

75%

Speaker – “Glossophobia” Explained

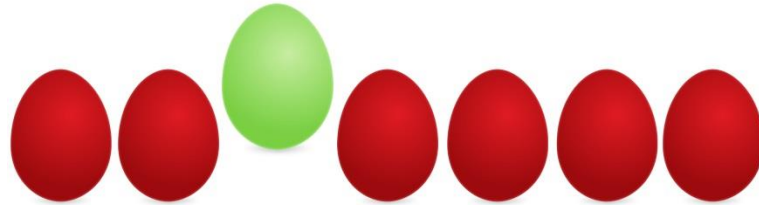
- **Amygdala** secretes
 - Adrenaline
 - Serotonin
- **Instinct** supersedes brain
- Adrenaline inspires **fight or flight**
- **Serotonin** brings
 - Euphoria
 - Overreaction



Amygdala is anxiety switch

Speaker – “Glossophobia” Explained

As social animals we have
Fear of ostracism



Speaker – Techniques to Control Nerves

Symptoms

- Lack of **eye** contact
- **Posture**
 - Fiddly or no hands, repetitive gestures
 - Need-the-loo feet, rocking on your feet, dance moves
 - Shrinking, hiding, defensive
- Tense, cold **facial expression**
- **Breathing** difficulties, chest pain
- **Vocal** spluttering
 - Rapid speaking, fillers, low volume

Remedies

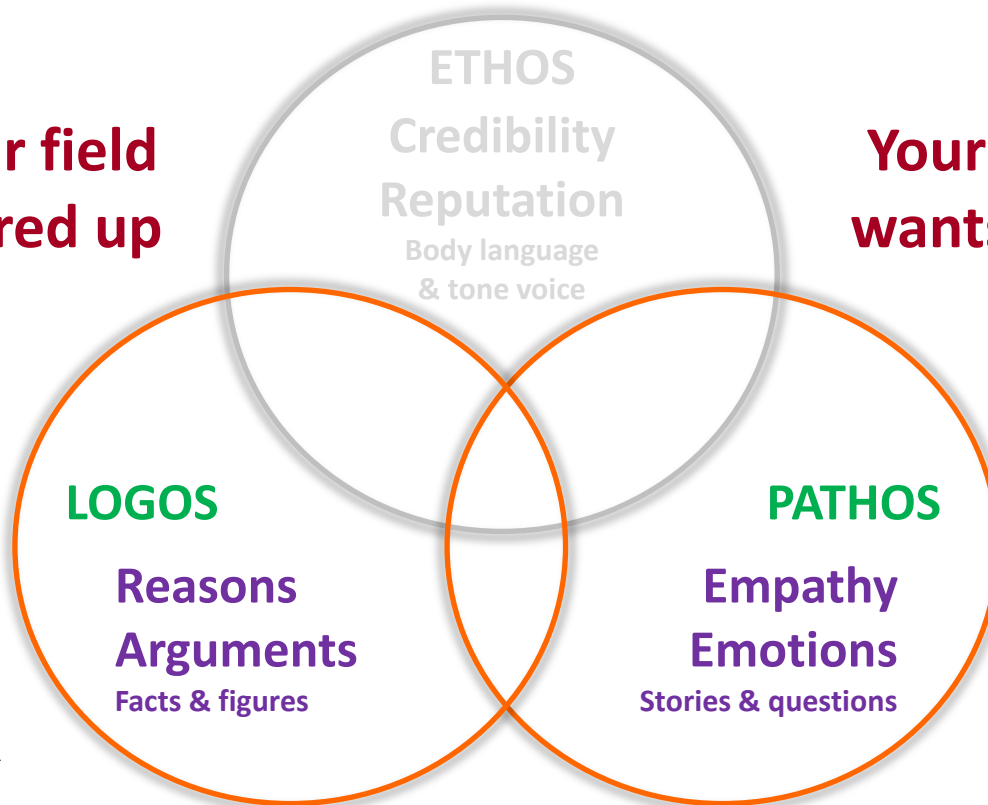
- **Vision**: look around the room to see bigger picture
- **Posture**: feet solid and shoulder-width apart
- **Facial expression**: smile
- **Breath**: take deep breaths
- **Voice**: drink water & warm up
 - Make “...ng” sounds



Speaker – Techniques to Control Nerves

**You know your field
and you are fired up**

**Your audience really
wants you to succeed**



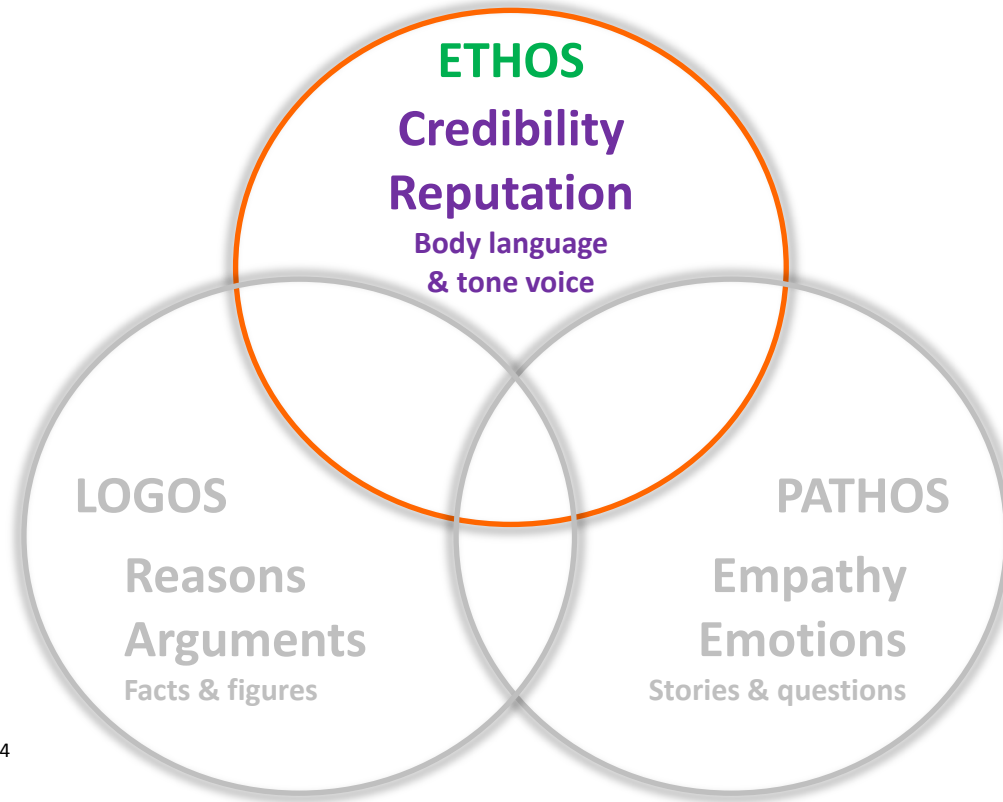
Based on Aristotle through Kate Atkin p. 84

Speaker – Tap Into Your Self-Esteem

“Love Thy Neighbour Like Thyself”

Maxim of altruism in all major religions & philosophies

Speaker – Credibility & Reputation



Based on Aristotle through Kate Atkin p. 84

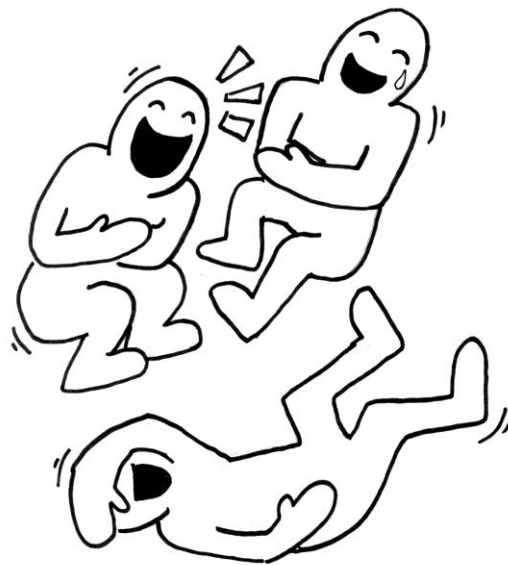
Speaker – Have a Conversation

- Use proper but **simple language**
- Articulate & speak **slowly**
- **Interact** & pose questions



Speaker – Use Humour

- If you **are** naturally **funny**
- If the **topic allows**
- **Topicality** is great
- **Self-deprecation** is liked
- But **don't ridicule** others
- **Don't** be **gross**
- **Don't** **laugh** yourself
- **Don't** go **unscripted**



Speaker – Body Language

- **Posture** – stand up straight or walk around
- **Hands** – use gestures to illustrate
- **Eyes** – look at the audience & single out people



Speaker – Dress the Part

- **Dress the part** but **be comfortable**
 - Smart casual, plain jacket or suit
 - Comfortable clothes
- **Avoid distraction**
 - Bright colours, white or green
 - Patterns & stripes
 - Big jewellery



Speaker – Tone of Voice

- Be **truthful** – never tell lies
- Stay **positive** – on the “moral high ground”
- Be **confident** but humble



Speaker – Your Voice Is Your Instrument



Use its whole range... including silence

Speaker – Be Authentic



Be yourself – be genuine – “be in the moment”

Speaker – Summary

1. **Control nerves to focus** – nerves are normal
2. **Respect yourself** – you will then truly respect your audience
3. **Be authentic** – be yourself, enjoy and “be in the moment”

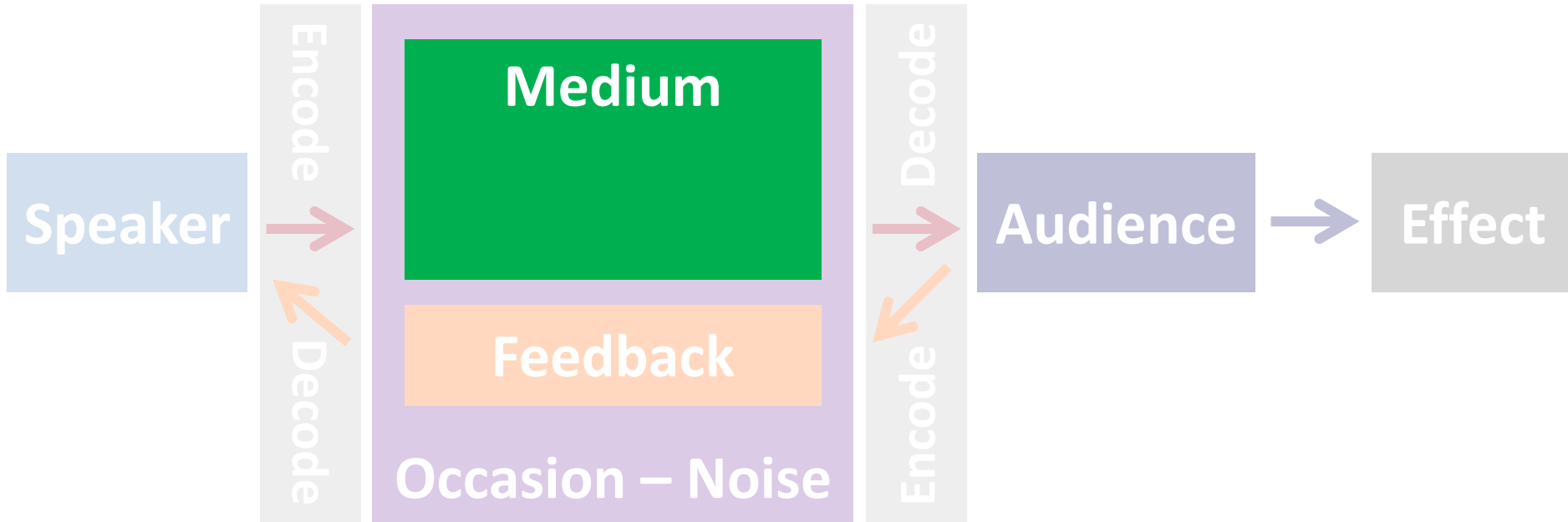




6 – FORMAT

USE WHAT HELPS DELIVER YOUR MESSAGE

Format – Support of Your Story



Format – Length

- Keep it **short**
 - Attention span is 6 minutes
 - TED talks are maximum 18 minutes
- Insert **power pauses** in longer sessions
 - Questions, exercises
 - Videos, anecdotes

**LET'S
KEEP IT
>SHORT<**

TED
Ideas worth spreading

Format – Length

- **Stick to timing**
 - Use phone, watch, timer
- **Bad time management**
 - “It is such a pity we have run out of time”
 - “In the interest of time I will skip this”



Format – Wide Choice of Media

- **A capella** – read from text, bullets, or memorise
- **With slides** – beware!



Format – Visual Aids

- **“Tell & Show”** – aid your message visually
 - Slides
 - Flip charts
 - Photos and videos – rights
 - Props
 - Documents
 - Goodies



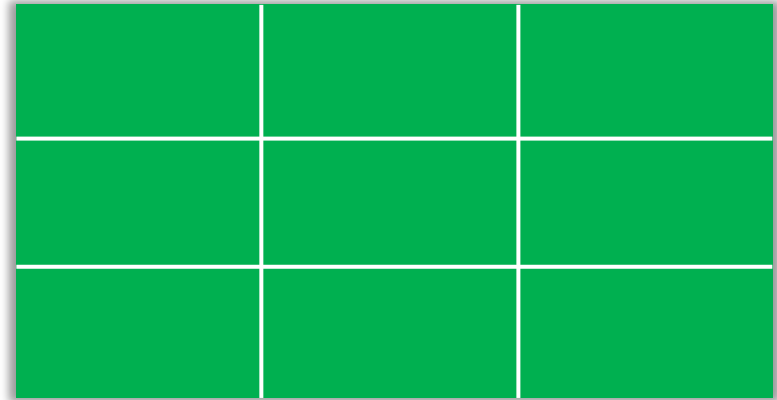
Format – Slides

- **Formats** – keep it simple
 - Programme formats
 - Organisation format
 - Your own format
- **Professional Designers** – can do magic to make your message stand out



Format – Simple, Coherent Slide Design

- Available **space**
- Legible **text**
- Enhancing **colour**
- Unifying **images**
- Clear **tables & graphs**



Format – Props Master Steve Jobs



Format – Hand-outs

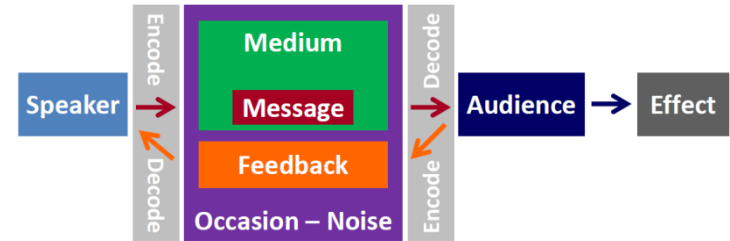
- **Documents**

- Not necessarily your slides
- Focused on key messages
- Audience can write on it

- **Goodies**

- Souvenir that reinforce your message

Communications Model



Format – Notes

- Powerpoint notes
- Paper
- Memory cards
- Note book

**Use large font size
for easy reading**



Format – Summary

1. **Keep it short** – stick to timing
2. **Choose the right format** – a presentation may not require slides
3. **Visually aid your message** – use support material only to help deliver your message

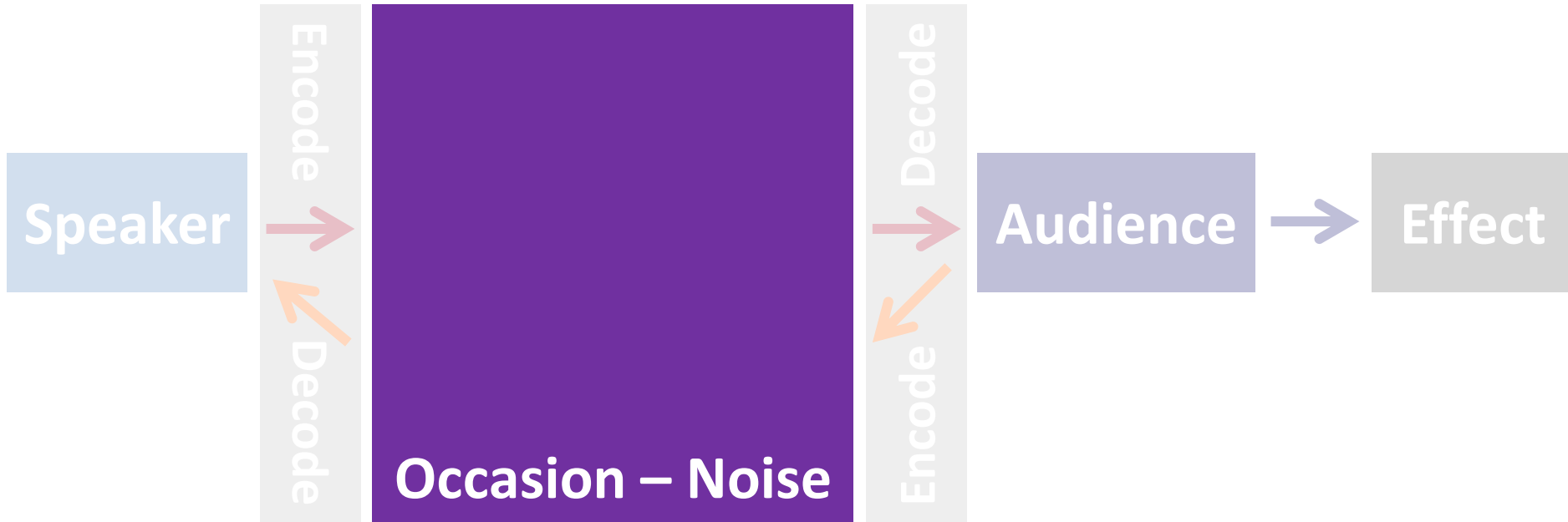




7 – CONTEXT

CHECK OUT ALL THE DETAILS BEFOREHAND

Context – The Devils in the Details



Context – Understand the Invitation

It is flattering to be invited, but...

- What is the **exact topic**?
- How does it **fit** into the **programme**?
- What is the **entire programme**?
- Who are the **other speakers**?
- Is it **solo** or in a **panel**?
- If a **panel**, can you **agree beforehand**?



Context – Check Out the Setting

- **Sniff the mood** – arrive early
- **Check out the setting** – familiarise yourself with
 - Stage
 - Microphone
 - Projector
 - Clicker
 - Size of the room
 - Position of the audience
 - Angle of view of the audience



Context – Prepare Stage Management

- **Stage** – decide to
 - stand at the lectern or roam on stage
 - stay on stage or also pace the room
- **Props** – clarify where you will you keep your props
- **Questions** – prepare a Q or plant a Q in the audience
- **Applause** – agree with someone to engineer applause



Context – Summary

1. **Understand the invitation** – know exactly what you are getting into
2. **Check out the setting** – know the situation
3. **Prepare stage management** – decide how to run your show

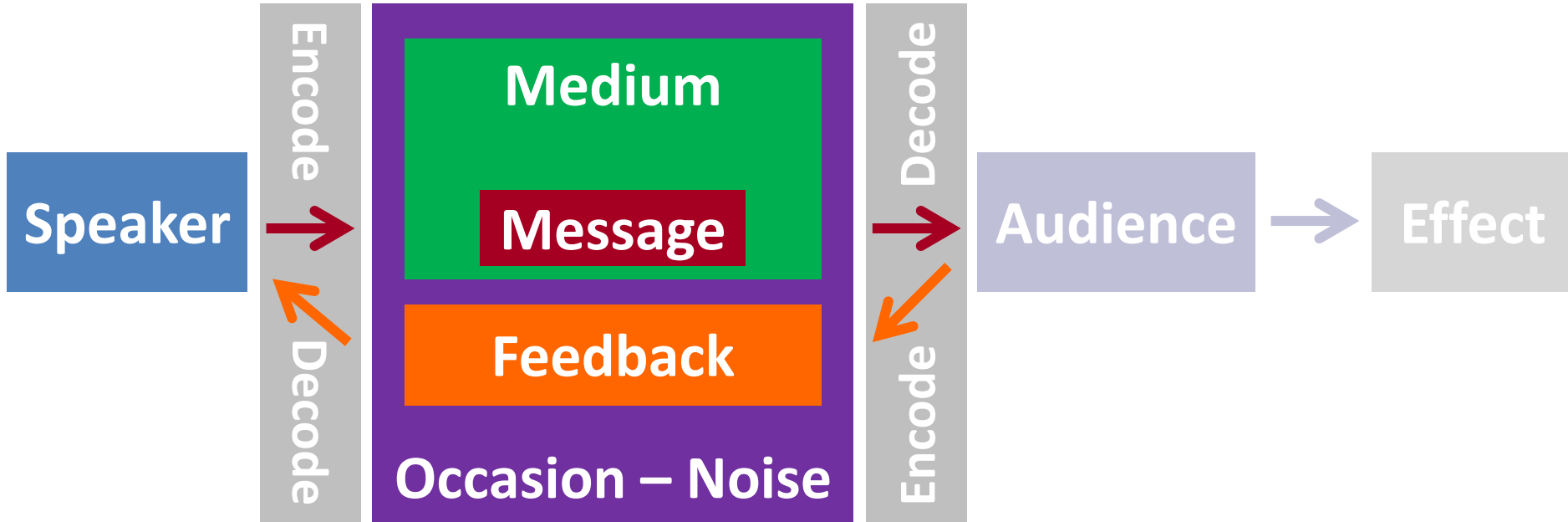




8 – REHEARSAL

PRACTISE, PRACTISE, PRACTISE

Rehearsal – Dry-Runs to Optimise



Rehearsal – Crucial for Important Events



Dance



Music



Theatre



Marathon



Exam



Wedding



Job interview



Media interview

Rehearsal – Record with Real Audience

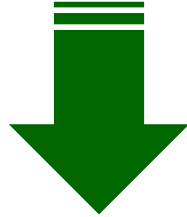
- **Record & watch yourself** – get the audience view and improve
- **Rehearse with a live audience** – a smart 14-year-old to know if you are boring and unclear



Rehearsal – Finesse as if in Real Life

2

dimensions on screen



3

dimensions in real life

Rehearsal – Road Test to Refine



Iron out inconsistencies – finesse the flow

Rehearsal – Summary

- 1. Important events in life require rehearsal** – presenting is one of them
- 2. Get the audience view of yourself** – record yourself and present before a real person
- 3. Finesse the flow** – go three-dimensional

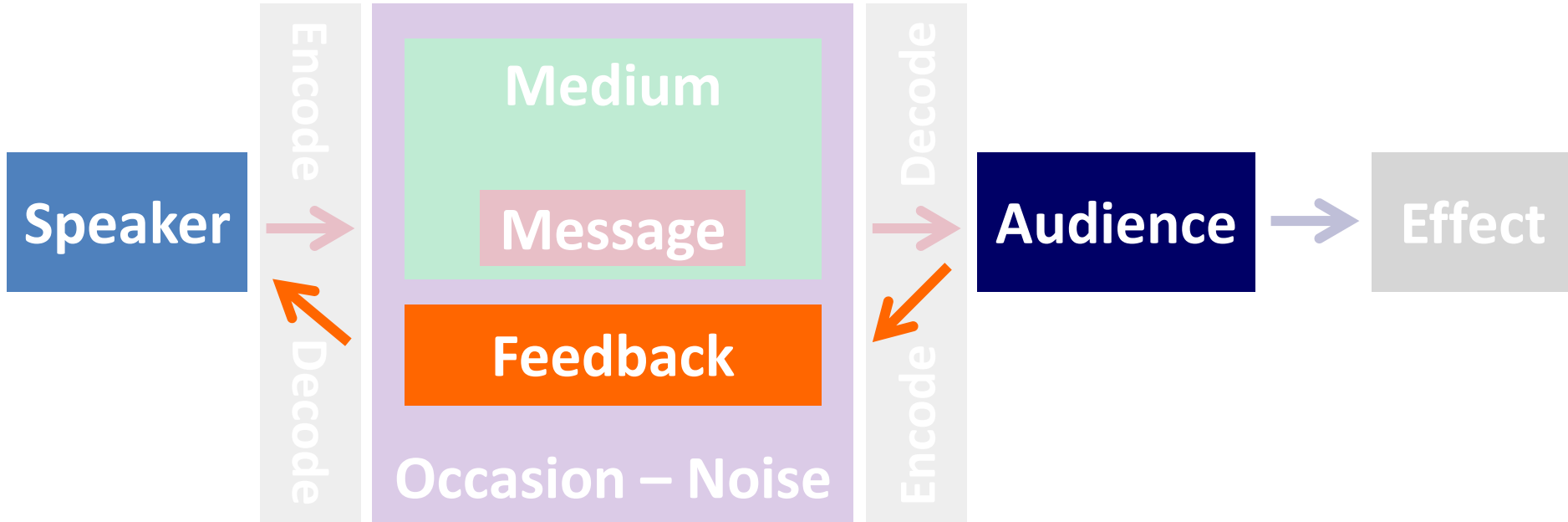




9 – AFTERMATH

TAKE CHARGE OF THE QUESTIONS & ANSWERS

Aftermath – Questions & Answers



Aftermath – Your Options

1. Questions **not allowed**
2. Questions **throughout**
3. Questions **at the end**



Aftermath – Rules of Engagement

- Keep the **moral high ground**
- **Listen** well
- Be **concise**
- Do **not rush**
- **Admit** if you **don't know**
- Use **acknowledgement, humour, firmness**
- **Clarify** your understanding of questions
- **Note statements** and move on
- **Take things off line** to end a drawn-out topic
- **Write down** to remember if you cluster questions



Aftermath – Techniques to Take Control

- **Anticipate** with a prepared Q&A
- Be **in charge**
- Use **questions as opportunity** for your message
 - **Bridging**
 - Answer, Bridge, Control
 - “The key thing is...”
 - **Hooking**
 - “There are many other areas...”
 - **Flagging**
 - “The one thing to remember is...”



Aftermath – Summary

- 1. To take or not to take questions** – take them preferably at the end
- 2. Keep the moral high ground** – don't spoil what you built up during the presentation
- 3. Use questions as an opportunity** – reinforce your message

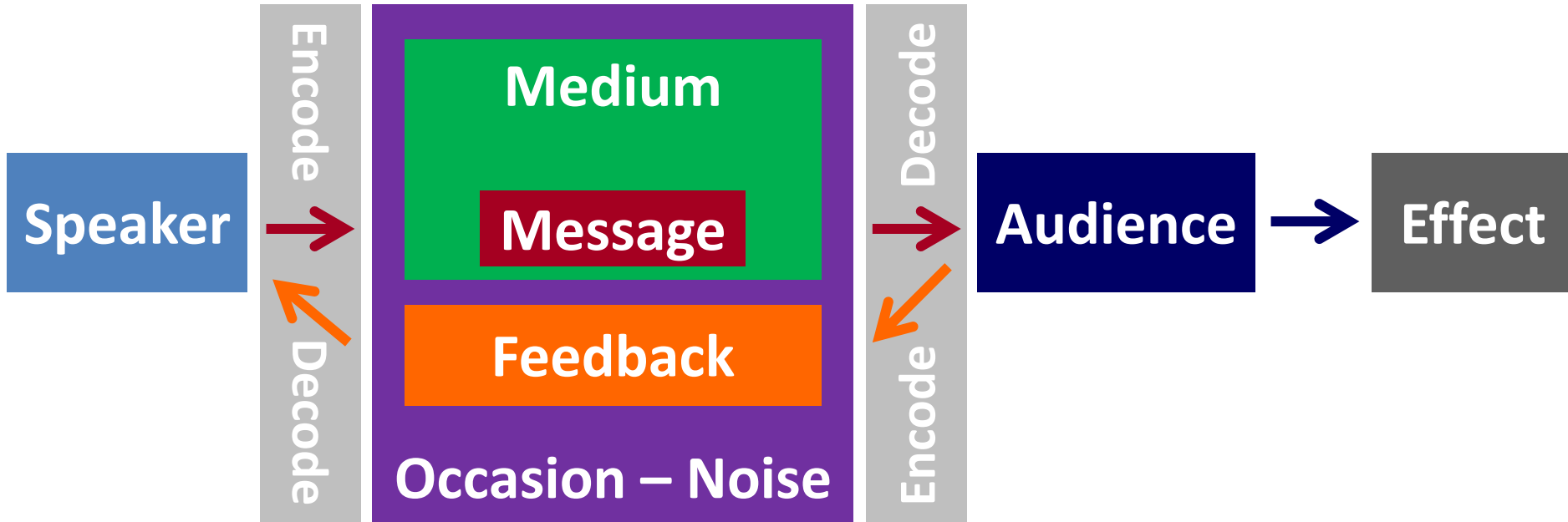




10 – CONCLUSION

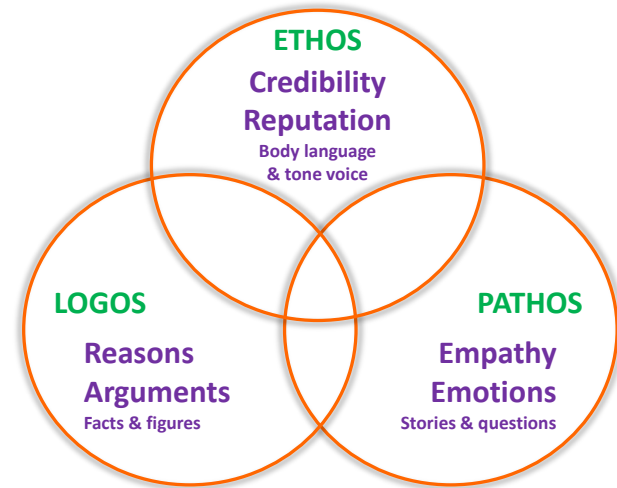
TELL A CLEAR STORY, REHEARSE AND BE YOURSELF

Conclusion – Real You Telling Clear Story



Conclusion – Real You Telling Clear Story

1. Tell a clear story that resonates
2. Rehearse, rehearse, rehearse
3. Be your authentic self





YES YOU CAN!

INFORM, PERSUADE, INSPIRE

Some Suggested Reading

- Anderson, Chris, *TED Talks, The Official TED Guide to Public Speaking*, Headline Publishing Group, London, UK, 2016, 269 pages.
- Atkin, Kate, *The Presentation Workout*, Pearson, Harlow, UK, 2015, 198 pages.
- Barlow, Nigel, *Rock Your Presentation, A New Guide to Speaking with Passion*, Piatkus, London, UK, 2016, 242 pages.
- Buster, Bobette, *Do Story, How to Tell Your Story so the World Listens*, The Do Book Company, Works in Progress Publishing, London, UK, 2013, 108 pages.
- Carnegie, Dale, *The Quick and Easy Way to Effective Speaking, a Revision by Dorothy Carnegie of Public Speaking and Influencing Men in Business* (1962), Vermilion, Imprint of Ebury Publishing, London, UK, 1998, 273 pages.
- Chalmers, Neil, *How to Give a Great Presentation*, Bluebird, Imprint of Pan Macmillan, London, UK, 2016, 136 pages.
- Collins, Philip, *The Art of Speeches and Presentations, The Secrets of Making People Remember What You Say*, John Wiley & Sons, Chichester, UK, 2012, 211 pages.
- Duarte, Nancy, *Slide:ology, The Art and Science of Creating Great Presentations*, O'Reilly Media, Sebastopol CA, USA, 2008, 274 pages.
- Duarte, Nancy, *Resonate, Present Visual Stories that Transform Audiences*, John Wiley & Sons, Hoboken NJ, USA, 2010, 250 pages.
- Duarte, Nancy, *HBR Guide to Persuasive Presentations*, Harvard Business Review Press, Boston MA, USA, 2012, 229 pages.

Some Suggested Reading

- Duarte, Nancy & Sanchez, Patti, *Illuminate, Ignite Change through Speeches, Stories, Ceremonies, and Symbols*, Portfolio Penguin, New York NY, USA, 2016, 323 pages.
- Gallo, Carmine, *The Presentation Secrets of Steve Jobs, How to Be Insanely Great in Front of Any Audience*, McGraw Hill, New York NY, USA, 2010, 254 pages.
- Gallo, Carmine, *Talk Like TED, The 9 Public Speaking Secrets of the World's Top Minds*, Macmillan, London, UK, 2014, 278 pages.
- Gruwez, Ed, *Presentation Thinking & Design, Create Better Presentations*, Quicker, Financial Times Publishing, Pearson, Harlow, UK, 2014, 225 pages.
- Hall, Richard, *Brilliant Presentation, What the Best Presenters Know, Do and Say*, Prentice Hall, Imprint of Pearson, Harlow, UK, 2011 (3rd edition), 225 pages.
- Khan-Panni, Phillip, *Making Business Presentations, How to Deliver a Winning Message*, Financial Times Essential Guides, Pearson, Harlow, UK, 2012, 165 pages.
- Leith, Sam, *You Talkin' To Me?*, Rhetoric from Aristotle to Obama, Profile Books, London, UK, 2012 (paperback), 296 pages.
- Lloyd-Hughes, Sarah, *How to Be Brilliant at Public Speaking*, Pearson, London, UK, 2015 (2nd edition), 199 pages.
- Mighall, Robert, *Only Connect, The Art of Corporate Storytelling*, LID Publishing, London, UK, 2013, 187 pages.
- Theobald, Theo, *Develop Your Presentation Skills*, Kogan Page Limited, London, UK, 2016 (3rd edition), 180 pages.

Biography

Steve Leroy is Senior Vice President Public Policy & Regulatory Affairs at Discovery Networks International. He oversees public affairs & licensing compliance across all countries worldwide except the US, and joined the business in June 2016 after working for 18 years in the drinks industry.

Immediately prior to joining Discovery, Steve Leroy was Vice President Legal & Corporate Affairs for Anheuser-Busch InBev (AB InBev), dedicated to obtaining the regulatory approvals across Europe for AB InBev's 100 Billion+ USD acquisition of SABMiller. From October 2010 until December 2015, Steve was Vice President Legal & Corporate Affairs Europe for AB InBev, leading the legal, public affairs, communications and sustainability teams across Europe.

Before AB InBev, Steve held senior public affairs & communications as well as business project management roles across Europe, Eurasia & the Middle East, first at Coca-Cola Enterprises (now part of Coca-Cola European Partners) and then at The Coca-Cola Company. He started his career as a lawyer in Brussels, and assisted the Belgian Commissioner General for the Refugees, before becoming project manager with the Antwerp Economic Development Agency. Subsequently, he was Chief of Staff to the Governor of the Province of Antwerp in Belgium.

Steve Leroy holds a Master's degree in Law from Katholieke Universiteit Leuven, Belgium (1989); a Master's degree in Commercial & Consular Sciences from Hautes Etudes Commerciales St. Louis (Groupe ICHEC), in Brussels, Belgium (1992); a Master of Business Administration from INSEAD, in Fontainebleau, France (1998); and the specialised Master's degree in EU Competition Law & Economics from the Brussels School of Competition, Belgium (2014).

Steve (born Madison WI, USA, 1966) is a Belgian citizen and lives in London, UK. He is fluent in English, Dutch, French and Italian, and also speaks some German. He is married to Emmanuelle Errera, a citizen of France and Argentina, born in Washington DC, USA. In his spare time, he is an active photographer.

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Steve Leroy wrote an article on competition law compliance, titled *"Clues, Campaigns & Carrots, Competition Authorities Should Drive Prevention by Proactively Mobilising Companies for More Compliance"*, published in Concurrences, No 3-2015. The abstract of the article is below:

"In order to maximise competition law compliance, I argue that it is most efficient and effective for society if competition authorities complement their successful repression with a true preventative approach, mobilising business resources more than it is the case today. Prevention should comprise: clear information ("clues"); proactive advocacy ("campaigning"); and occasional incentives ("carrots"). In addition, as most important "clues", I suggest a simple standard "M8" model for effective competition law compliance programmes."

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