PUBLIC SPEAKING

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Can you think of a time when you attended a bad presentation? How about a good one? What made them so powerfully good or bad?

Public speaking requires the ability to develop and present ideas in a persuasive and organized manner.

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Program Objectives

(1 of 2)

Understand how to use language and organize thoughts to convey messages to large audiences.

Learn appropriate body language and techniques when presenting.

Utilize techniques to control anxiety.

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Review hints and tips that convey a professional appearance.

Uncover tips and knowledge about creating effective PowerPoint™ presentations.

Learn how to respond to audience questions and how to manage a hostile audience.

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Know Your Purpose

What is your purpose?

- To inform?
- To make a statement?
- To teach?
- To share research?
- To persuade?
- To promote?
- To debate?
- To entertain?
- To call to action?
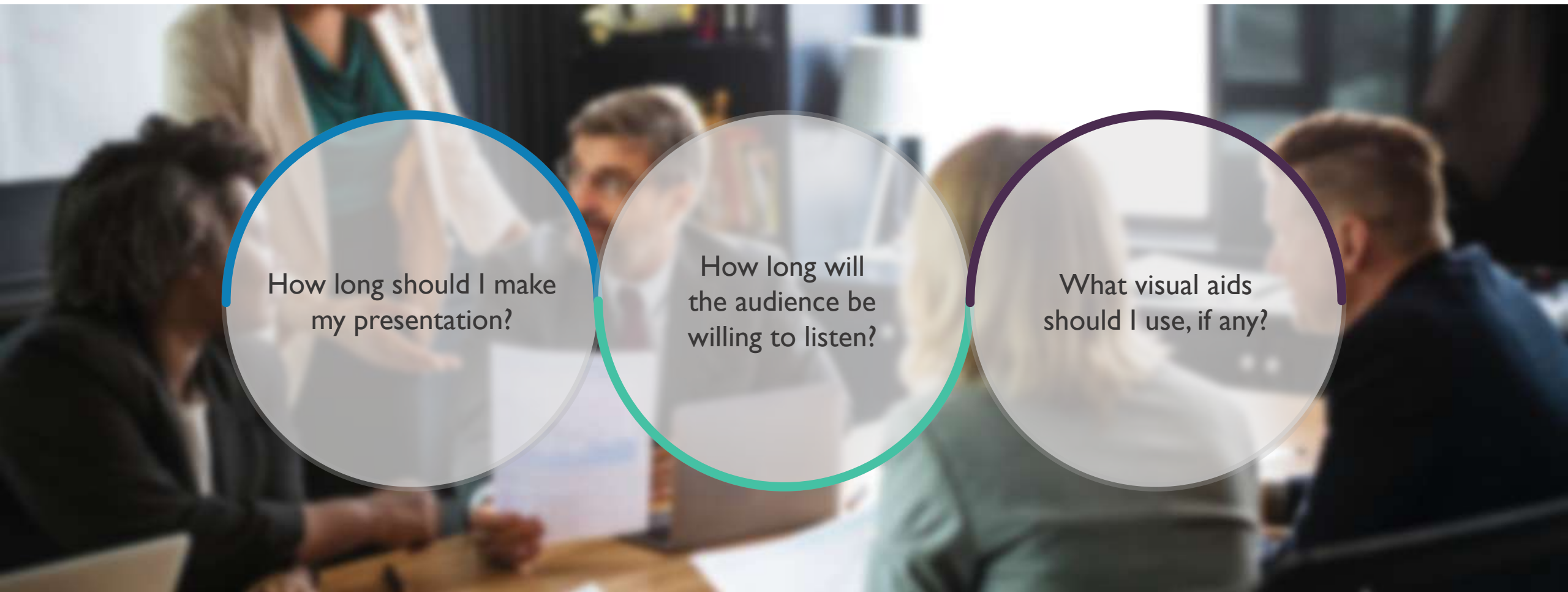
How much does my audience know about the topic?

How willing will the audience be to listen?

How will I organize my presentation?

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How long should I make my presentation?

How long will the audience be willing to listen?

What visual aids should I use, if any?

WRITING THE SPEECH

The main point can be further broken down into major points of the argument.

Keep main points separate throughout the body of the message. However, attempt to use the same wording pattern for each point.

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Attention Grabbing Introduction

Here are several tips for grabbing the audience's attention:

- Relate the topic to the audience.
- State the topic's importance.
- Startle the audience.
- Arouse curiosity.
- Question the audience.
- Begin with a quotation.
- Tell a short story.

Developing a Conclusion

The conclusion tells the audience that the speech is coming to an end.

The main idea always needs to be reinforced.

There are two types of conclusions:

Crescendo.

Dissolve.

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LANGUAGE

Language Guidelines

Present ideas:

- Accurately.
- Clearly.
- Vividly.
- Appropriately.

Language Guidelines
(2 of 2)

Avoid phrases like:

"I Think…"

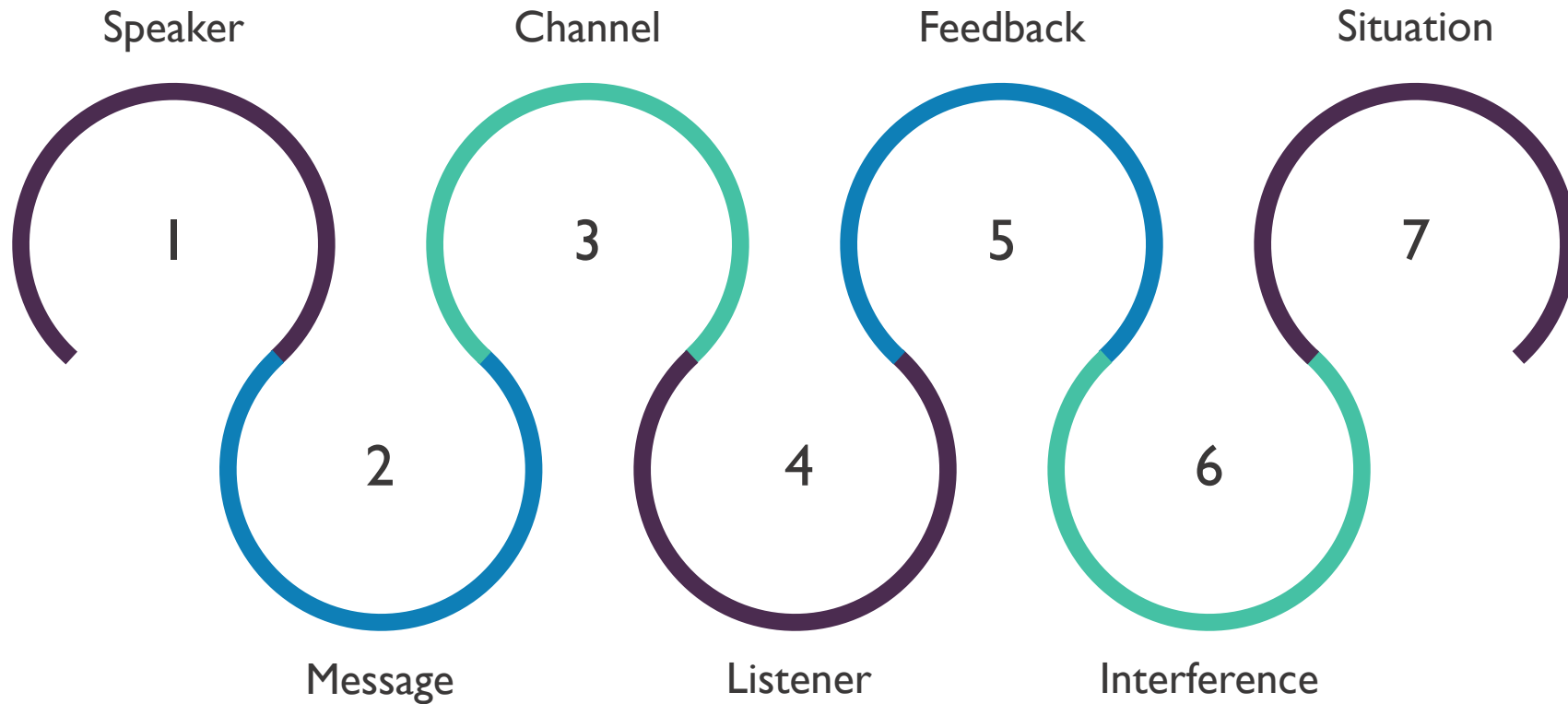"I believe…"

Want(s) and should(s)

"Kind of" and "sort of"

PRESENTING AN IDEAL IMAGE

7 Steps

The seven steps of the communication process:

Speaker

Channel

Feedback

Situation

1

3

5

7

2

4

6

Message

Listener

Interference

Body Positioning

Stand on the left: People read left-to-right. Place visuals on the right.

Your physical and vocal delivery skills involve your relationship to the room and the audience.

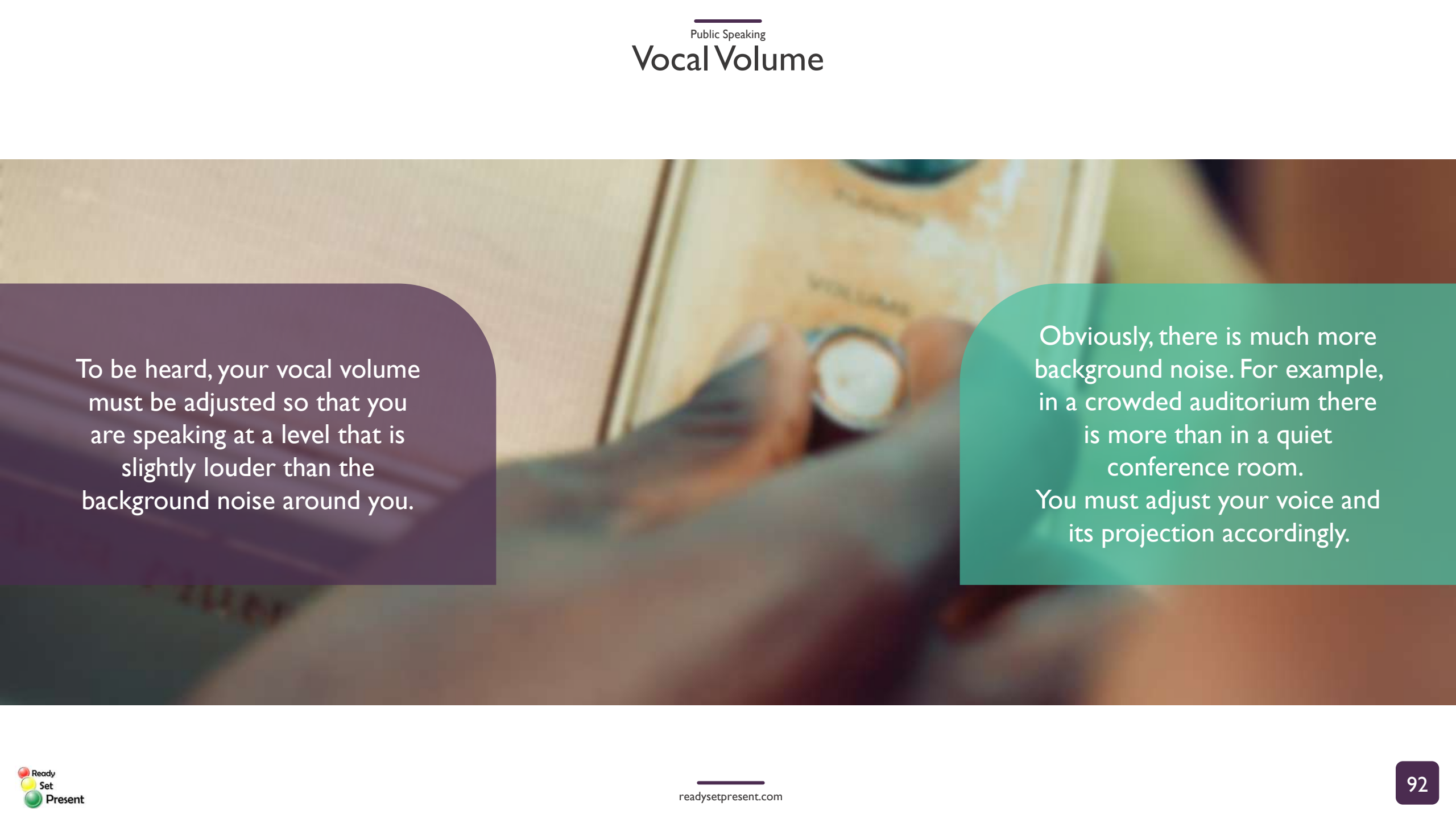It all stems from your body positioning.

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Difficult words are not always those that are hard to spell.

Tongue twisters need extra practice so they do not interrupt your presentation.

Bad articulation is primarily caused by the way the tongue moves when someone speaks.

VOCAL VOLUME

Vocal Volume

To be heard, your vocal volume must be adjusted so that you are speaking at a level that is slightly louder than the background noise around you.

Obviously, there is much more background noise. For example, in a crowded auditorium there is more than in a quiet conference room.
You must adjust your voice and its projection accordingly.

PRESENTATION TOOLS AND ORGANIZATION

PowerPoints™

PowerPoint™ presentations have become a staple for public speakers.

People prefer to have a visual to guide them along a presentation or to refer back to later.

A PowerPoint™ presentation provides listeners with those options.

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However, it is important to remember that only a good visual will help your audience.
A bad PowerPoint ™ presentation could spell disaster!

Never read directly from your PowerPoint™ presentation.

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Do not use visuals that distract; use visuals the complement the presentation.

Use the tips on powerful presentations when creating a PowerPoint™ presentations.

Tips for Developing PowerPoints™

The following tips will help you develop a value PowerPoint™ presentation:

Use a Template.

Use a set font and color scheme.

Different styles are disconcerting to the audience.

Have the audience focus on what is presented, not the way it is presented.

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