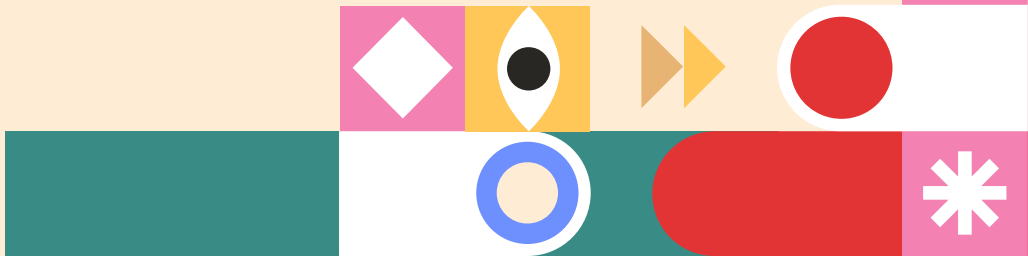
PUBLIC SPEAKING

For Professionals

“They may forget what you said, but they will never forget how you made them feel.”

—Carl W. Buechner



Think-Pair-Share

Learning Outcome- By the end of the course, you will be able to engage confidently with the audience, and design and deliver compelling public speeches without errors using the 3 step guide for Public speaking for Professionals.

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01

What is Public Speaking?

Public speaking is one of the most critical human skills required and sought after during the hiring process at Lifeline Networks Inc.

Key Ingredients of Public speaking -

- a live presentation given before an audience.
- covers a wide variety of topics.
- goal is either to educate, entertain, or influence the client.
- should be well organized and effectively communicated to establish a strong partnership.

02

Why is it important?

Improves Confidence

Builds leadership skills

Strengthens career advancements

Refines deductive reasoning

Polishes ability to advocate for a cause

Good Speaker= Good Leader

Good Leader= More Opportunities

MULTIMEDIA

03 ABC Steps of Public Speaking

Your Topic

- Know your **AUDIENCE**
- **BUILD**
- **COMMUNICATE**

Know your AUDIENCE

Who are they?

- To persuade, impress or to motivate
- Formal tone and choice of words

Level of Understanding

- Basic awareness of the topic
- Storytell and identify areas of enhancement

Message for the audience

- Collaborative process to solve most pressing problems
- Client Success

BUILD

a structure of thoughts and content

Intentional Hook

Grab attention using Needs Analysis/ Data

Introduction

You and your team members

Purpose of meeting

updates/ clarifications/ modifications

Curated Content

chunk up ideas, bucketed responses, analogies

Strong Conclusion

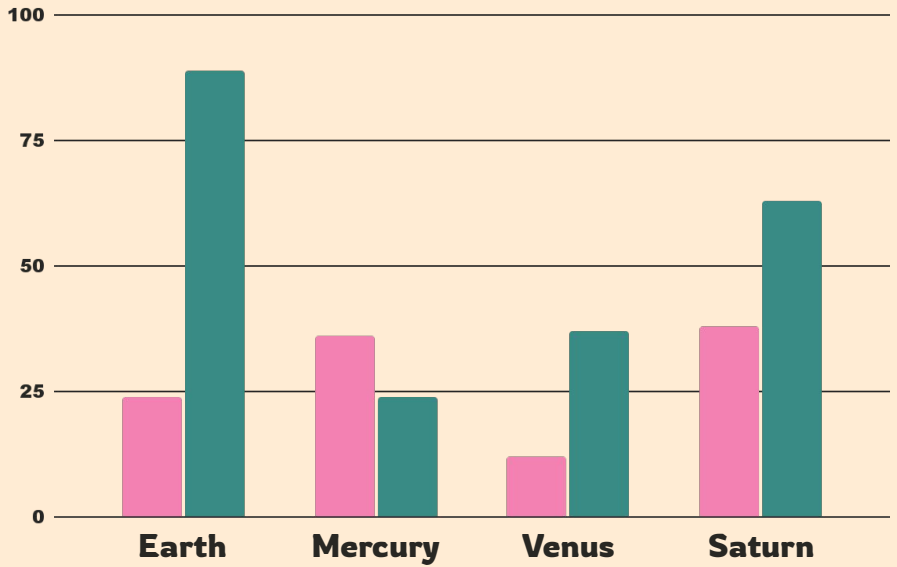
Takeaways, feedback, future agenda

7,815,654

Example~Big numbers catch your audience’s attention

Example~NECESSARY data

- ROI
- Network Safety



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Example~ RECOMMENDATIONS

Long term
Cost savings

patient data
Security

Easy
upgrades

Custom
modifications

Easy
integration
with other
processes

Data
Backup

Communicate

to show confidence and depth of knowledge

Main Idea to deliver

Body language

Open arms, open palms and square shoulders

Eye Contact

Engaging and direct

Posture

Upright, confident and controlled

Delivery

Succinct, chunked (1,2,3..)

Tone

Loud to show passion or quieter for attention

Transitions

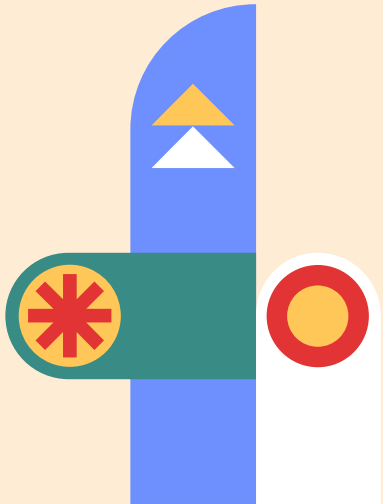
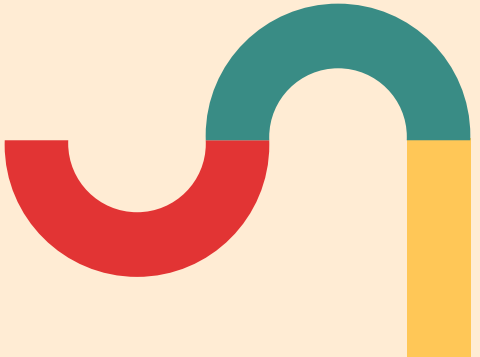
Smooth and logical

04 Summary

- Audience
- Build
- Communicate

Do Now EXERCISE

- **What Is the Importance of Reading?**
- **The Benefits and Drawbacks of Online Learning**

1. Know your audience
2. Collect your ideas in simple words
3. Write out your main points- chunk them
4. Prepare a strong conclusion
5. Perfect your posture
6. Experiment with tone variations
7. Play with your pacing
8. Record your pitch

QUESTIONS AND ANSWERS