PUBLIC SPEAKING
Tips and Training

“Public speaking is the number one fear in America. Death is number two.”

~ The Big Fish Blog
TOPICS WE’LL DISCUSS

➤ **Preparation** – The Key to Successful Speech

➤ **Organization** – Go the Extra Mile for Attendees

➤ **Content** – Fulfilling the Promise

➤ **Delivery** – Communicate the Information

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PREPARATION

The Key to Successful Speech
“It usually takes me more than three weeks to prepare a good impromptu speech.”

~ Mark Twain

THE AUDIENCE

Begin with the end in mind

Ask yourself the following:

➤ What is someone going to expect when they see the topic?
➤ What will make someone invest their time in attending?
➤ What is going to help someone leave fulfilled and happy?

Create and prepare with audience expectations always your focus
DETAILS, DETAILS, DETAILS

Contact person
➤ Confirm event details (location, topic, time, etc.)
➤ Obtain emergency contact info

Know your facility
➤ Size of room
➤ Room set up and seating
➤ Technology available
➤ Lighting

THE COLD HARD TRUTH

Surveys
➤ Helpful insight to what was well received ...or not... in the past
“The success of your presentation will be judged not by the knowledge you send but by what the listener receives.”

~ Lilly Walters
SET THE TONE

Be ready prior to start of event
➤ Presentation ready and technical items tested
➤ First impressions are very powerful

Interact with people as they enter the room
➤ Helps them feel welcome
➤ You learn more about who is attending and why

SETTING THE EXPECTATIONS

Agenda
➤ What are we going to accomplish?
➤ Topics we are going to cover
➤ Here is why it is important

Layout the roadmap for attendees
“I didn’t have time to write a short letter, so I wrote a long one instead.”

~ Mark Twain
FINE TUNING
The Heavy Lifting

Start with quantity and move to quality
➤ Get all your points written down then review
➤ Hone content into key segments
➤ Set your milestones to establish your cadence, logic flow and stay within time constraints

CONTENT BREEDS CONFIDENCE

Quality Material
➤ Does the information match the request?
➤ Do you have enough or need more?
➤ Would videos or a handout enhance your message?
➤ Does it flow and emphasize the desired premise?
TIME MANAGEMENT

Fill allotted time

➤ Know expectations
➤ Set mile markers in the presentation
  ✦ Visual slide changes depicting transitions
  ✦ Humor or discussion slides
➤ Time for Q&A expected?
➤ Practice cadence

Winter Conference 2019

“Your mother and I need more time to save for your college education. We’d like you to go back to Kindergarten and start over.”
“If you don’t know what you want to achieve in your presentation your audience never will.”

~ Harvey Diamond

ENHANCE YOUR MESSAGE

Be careful when designing visual aids
- Font (size, type, universal)
- Color (easy on the eyes and readable)
- Bullets (synopsis of points not whole story)
- Simple wording
- Meant as a reference
- Include contact information
ENHANCE YOUR MESSAGE

Good Slide

- Fresh fruit leads Chile's export mix
- Pursuit of free market economy leads to diversification
- U.S. - the largest single market for Chile's fruit exports
- Bullet points enhance information – not meant to deliver full message

Bad Slide

- Fresh fruit leads Chile's export mix
- Pursuit of free market economy leads to diversification
- U.S. - the largest single market for Chile's fruit exports
- Bullet points enhance information – not meant to deliver full message

Chilean Exports

- Fresh fruit leads Chile's export mix
- Pursuit of free market economy leads to diversification
- U.S. - the largest single market for Chile's fruit exports
- Bullet points enhance information – not meant to deliver full message

SPELL CHECK

Don't rely solely on software spell checker:

Eye halve a spelling chequer
It came with my pea sea
It plainly marques four my revue
Miss steaks eye kin knot sea.
DELIVERY

Communicate the Information

CONFIDENCE

Built from an understanding of what you have

➤ Quality material
➤ Knowledge of topic
➤ Examples
➤ Preparation
➤ Practice
CONFIDENCE

Practice makes perfect

➤ Time yourself to build your cadence
➤ Take a breath instead of saying “Uhm…”
➤ Use a mirror to help control mannerisms and view body language
➤ Maximize segues for smooth flow and transitions
➤ Smile

ALLOWS FOR ANTICIPATION

Your planning and preparation allows you to:

➤ Anticipate attendee questions
➤ Control discussion on possible sticking points or complicated issues
“Best way to conquer stage fright is to know what you’re talking about.”

~ Michael H Mescon

REMEMBER 4 P’S

People
Place
Preparation
Presentation

These are the elements of a successful public speaking experience!
QUESTIONS

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