

# **PUBLIC SPEAKING**

## **Tips and Training**

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

**~ The Big Fish Blog**

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## 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



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**“It usually takes me more  
than three weeks to prepare  
a good impromptu speech.”**

**~ Mark Twain**



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## **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**



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## 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



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## THE COLD HARD TRUTH

### Surveys

- Helpful insight to what was well received ...or not... in the past



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**“The success of your presentation will be judged not by the knowledge you send but by what the listener receives.”**

**~ Lilly Walters**



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## **ORGANIZATION**

**Go the Extra Mile for Attendees**



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## 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**



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## **CONTENT**

**Fulfilling the Promise**



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## **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**



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## **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?**



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# 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



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**“If you don’t know what you  
want to achieve in your  
presentation your audience  
never will.”**

**~ Harvey Diamond**



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## **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**



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## ENHANCE YOUR MESSAGE

### Good Slide

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

### Bad Slide

Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
- If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.



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## 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.**



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# DELIVERY

Communicate the Information



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# CONFIDENCE

**Built from an understanding of what you have**

- Quality material
- Knowledge of topic
- Examples
- Preparation
- Practice



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## 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



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## ALLOWS FOR ANTICIPATION



**Your planning and preparation allows you to:**

- Anticipate attendee questions
- Control discussion on possible sticking points or complicated issues



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**“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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