

THE ART OF PROFESSIONAL PUBLIC SPEAKING

Your speech is a feast, dishes made to please
the guests, not the cooks.

- ▶ No subject is in and of itself interesting. What the speaker brings to the topic makes or breaks the speech.
- ▶ Go with what you know.

- ▶ How much do I know about these listeners? Interests? Education range? Experiences? Hobbies? The more data you have about them, the better decisions you make.
- ▶ What does the audience know about the topic?
- ▶ How can I close the gap?

WHAT WILL I TALK ABOUT? TO WHOM?



- ▶ What is the audience interest in my topic? Personal or professional interest?
- ▶ What important elements do I need to convey? What do I want them to remember?
- ▶ Given the time allotted, how much depth do I offer?

ABOUT THE LISTENERS.....

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- ▶ Successful speakers today offer a conversational style. They are informal and personable with audience members. Their style is described as natural, calm and authentic. “It seemed like the speaker was speaking directly to me.”
- ▶ The average person remembers 25% of what he/she hears for a short time afterward a speech or conversation. After 48 hours, he/she remembers 10% of what was said. “What was the talk about? I honestly can’t remember.”
- ▶ How do we get the audience to remember our presentation?
- ▶ Emotion drives –attention- and attention drives learning

TECHNICAL THUS FAR.....

- ▶ In the first 90 seconds, 90% of an individual's impression of you is formed. It is virtually impossible to undo or redo that minute and a half to change perceptions of the listeners.
- ▶ Non-verbal communication comprises 67% of a message. Voice tone, pitch, and volume impact the perceptions of the listeners. Only 32% of the message includes the words we use.
- ▶ Body language is a significant factor in communicating your message.
- ▶ Head position, use of hands for gestures, and stance at the podium...all have meaning. Eye contact is paramount! Proximity is an issue of importance.
- ▶ Small gestures: open palm, open fingers, how you hold your head, posture,
- ▶ Eye contact, preening behavior, and what colors you wear have meaning.

GO WITHIN...

- ▶ Prosody refers to the patterns of stress and intonation in language which signals the listener to pay attention because something important will soon be stated.
- ▶ Your listeners need cues such as rate, pitch, volume, and tone to comprehend your message.
- ▶ Verbally signal your audience to pay attention: repeat words or points for emphasis, pause for attention and focus, and manage the rate of your speech for emphasis.
- ▶ If by Rudyard Kipling and Phenomenal Woman by Maya Angelou
- ▶ Verbally you must give your audience a road map of your talk. If the speaker has clear thinking, the audience has clear understanding.

VERBAL ISSUES...

- ▶ Choose a topic or have a topic requested by an individual or a group
- ▶ Decide whether this speech is informative, persuasive or ceremonial
- ▶ Informative- you give information and share knowledge about a topic or event. For example, castles, kendo, or characters in the Czech Republic.
- ▶ Persuasive speech-you are attempting to convince your audience to purchase something, vote for someone, or legalize something controversial.
- ▶ Ceremonial-you are featuring a special event with your entertaining, somber, or melancholy words.

DESIGNING A SPEECH

- ▶ Introduction- get the audience attention! Greet them. Tell them what you are going to tell them.
- ▶ A speech has 2-3 main ideas supported by a story, statistics, research or a reference about each point (see Basic Speech Outline).
- ▶ Conclusion-review main ideas by restating them
- ▶ Conclude the speech by leaving them with a quote, or a meaningful statement that will remain with them.

GENERAL SPEECH OUTLINE

- ▶ Select a number between 1 and 50.
- ▶ I will give you the topic that corresponds to that number on the handout.
- ▶ You are asked to write a 1 minute speech on that topic.
- ▶ After concluding this exercise, I will ask our group a series of questions about your preparation for your 1 minute speech and about your perception of your performance.

LET'S PRACTICE

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- ▶ Take the Self-Assessment of my Speaking Skills Evaluation located in the Study Materials.. Tabulate the number of * statements and the number of + statements you accumulated. We will discuss your individual results.
- ▶ Your first speech will be an informative one. It should be 10-15 minutes in length. Select a topic about which you have knowledge, skill, or interest.
- ▶ Write an outline and subsequent speech. Be ready to present during our next MTeams meeting.
- ▶ Take a look at an award winning speaker.

<https://www.youtube.com/watch?v=7Tev43VNRlc&t=18s>

YOUR FIRST ASSIGNMENT