

## TITLE:

### **Practical Tips for Public Speaking**

Some simple tips to help you master that meeting and nail that presentation.

## TABLE OF CONTENTS

1. Preparation
2. Practice
3. Performance
4. Final Tips

## INTRODUCTION

*“All the great speakers were bad speakers at first.” – Ralph Waldo Emerson*

### Welcome

- People often cite public speaking as their number one fear. But with some preparation and basic information, you can set yourself up for success when you need to address an audience.
- It’s important to remember that behind communication is a human need. You are speaking to a group because you have a need, something you want to convey. This could be details on a new product launch, extolling the virtues of a person’s work or explaining your own work process.
- In prehistoric times, the first public speaking was essentially storytelling, as one person described events to another. Storytelling continues to be vital to us and is in our DNA. It can be helpful to frame your public speaking in this way; by figuring out how to make it into a story.
- Finally, here’s a steadying thought. As nerve wracking as it might be, remember that standing and speaking in front of others might feel uncomfortable but it won’t actually cause you any physical harm. Just keep breathing and it’ll be over before you know it. Who knows, you might even come to enjoy it.

### Learning Objectives

- **By the end of this course, you’ll be able to:**
  - Develop a plan to prepare ahead of time
  - Recall some practical tips for delivery

- Describe different ways to make a written speech come to life when spoken

## PREPARATION

*"Only the prepared speaker deserves to be confident." - Dale Carnegie*

### Know Your Audience

- It's important to know who you're speaking to and adjust accordingly.
- If you are speaking to a class of fourth graders on career day, you'll use a different tone than if you were speaking to the senior members of an executive board.
- Tailor your vocabulary selection, your points of interest, and your tone to engage that specific audience.
- The more you know your audience, the more you can connect with them and build relationships.

### Research Your Subject

- Although this might seem obvious, many people fall into the trap of assuming they know enough about their subject to avoid researching it.
- Research will provide you with interesting facts and statistical figures to share, while articles on the subject can give you an idea of the appropriate tone for your speech.
- Lastly, when you know what you're talking about you boost your confidence.

### Write an Outline

- Write an outline to prepare your remarks ahead of time. It's essential to organize your thoughts and avoid rambling.
- You'll be more effective in your delivery, getting to the point and keeping it simple.
- Don't wing it.

### Notate Your Speech

- Like a musician scoring music, it can be helpful to make some simple notes and marks on the speech to assist you when it comes time to deliver.
- The goal is to help you pull the information from the page while you're speaking.
- You could bold headlines, certain words or key pieces of information, or highlight certain sections or anecdotes. Experiment with what's most useful to help you keep your speech on the right track.
- Here are some components to consider marking:
  - Structure – headings, beginning, middle, end
  - Details – key facts, figures, quotes, etc.
  - Verbs – these words convey action
  - Keywords – these provide color, detail and convey meaning
  - Rhetorical devices- metaphors, imagery, comparisons, questions
  - Pauses – these allow the audience to reflect and really hear what you are saying

## Knowledge Check

- Which can help you feel more confident about speaking in public?
  - Research and preparation
  - Psyching yourself up
  - Speaking quickly
- Why is it important to know your audience?
  - Allows you to adjust your tone
  - Allows you to adjust your vocabulary
  - Allows you to better connect with them

## PRACTICE

*“There are only two types of speakers in the world. 1. The nervous and 2. Liars.” - Mark Twain*

### Practice your speech ahead of time

- Avoid reading your speech word for word. Instead, refer to notes or points from an outline to help your speech have a more free-flowing, conversational tone.
- Know your speech to the point where you don't need to read it word for word.
- Remember to alter your pitch and tone. Monotone dulls the ear and creates a barrier for the audience.

### Tell a Story

- Remember that storytelling is in our blood. As soon as you make your speech into a good story, the listener is drawn in.
- Try treating it like a conversation. Pretend you're speaking to a friend at coffee.

### Speak With Passion

- If you're truly invested in what you're saying, you'll be better able to keep your audience's attention.
- Even the driest of subjects can become interesting when your voice conveys the excitement you feel, the importance it carries, and the emotion it should excite in others.

### Remember to Pause

- This will help you slow down if you are rushing and give them time to listen and absorb what you've said, especially if you've just made a critical point.
- Taking a pause also allows you to catch your breath and stay composed.

### Consider Body Language

- It's worth considering that much of your communication will be non-verbal.
- Take ownership of the stage and the mic. Move around as topics change or move toward the audience when asking a question or making a critical point.

- Be aware of which mannerisms might be a manifestation of nervousness and detract from the message you're trying to convey.
- Examples of distracting mannerisms could include putting your hands in and out of your pockets, nodding excessively, or using filler words like "um" and "ah" too often.

### Knowledge Check (Matching)

Practice Your Speech Ahead of Time	Remember to alter your pitch and tone.
Tell a Story	Pretend you're speaking to a friend at coffee.
Speak With Passion	By investing in what you're saying, you'll grab their attention.
Remember to Pause	This will help you slow down if you are rushing.
Consider Body Language	Much of your communication will be non-verbal.

### PERFORMANCE

*"Picture yourself in a living room having a chat with your friends. You would be relaxed and comfortable talking to them, the same applies when public speaking." - Richard Branson*

The day of your speech has finally come!

#### Check the Space

- Arrive early and check out the space where you'll be speaking. This can make you feel more confident since you'll know what to expect.
- If there's a technical aspect (e.g. connecting to a screen, using a projector), familiarize yourself beforehand and test everything to make sure it works

#### Dealing With Jitters

- Nervousness is natural. It might actually be more unusual if you experienced no nerves at all!
- If you make a mistake, don't worry. You're human. Just move on and no one will hold it against you. They've all been in your shoes at one point or another.

#### Make Eye Contact

- Eye contact establishes an immediate bond with an audience. Connect with them and speak to them as a group of individuals, rather than ignoring them and speaking to the back wall. Use this opportunity to build relationships.
- A good rule of thumb is to pick a listener in the room and maintain eye contact for 5 seconds, then move on to someone in a different section.

## Engage the Audience

- Share the excitement you feel.
- Enjoy the chance you are being given to share your knowledge and demonstrate your leadership abilities.

## Knowledge Check

- “Nervousness is \_\_\_\_\_. It might actually be more unusual if you experienced no nerves at all!” (Fill in the blank).
- What are some of the benefits of making eye contact during your speech?
  - **Helps to build relationships**
  - **Forms a bond with the audience**
  - Makes them feel heard
  - Calms you down

## FINAL TIPS

*“You can speak well if your tongue can deliver the message of your heart.” - John Ford*

- **Practice makes perfect.** Public speaking skills come with time and repetition. Don’t expect to be awesome at this right out of the gate.
- **Be sincere.** Say what you mean and mean what you say. Sincerity and trust can go far in winning over an audience.
- **Smile and mean it!** If you can, laugh at yourself and use humor to help smooth any awkward moments.

Thank you and closing credits.

## RESOURCES:

1. <https://www.artofmanliness.com/articles/guide-to-public-speaking/>
2. <https://www.managementstudyguide.com/public-speaking.htm>
3. <https://www.toastmasters.org/resources/public-speaking-tips/successful-speeches>