

**PUBLIC SPEAKING**  
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**KEY QUESTIONS**

- What is your topic?
- Who is your audience?
- What is the specific purpose?
- What are your time constraints?
- Will you be using visual aids?

**DEFINE THE PURPOSE**

- Inform
- Persuade
- Entertain
- Introduce
- Pay tribute

**DEFINE THE PURPOSE**

What do I want the audience to...

- Do
- Think
- Feel
- Say
- What is the behavioral or perceptual change I want my presentation to make?
- “When I have finished speaking, my audience will ...”
  - Finish with an active verb
- What’s the one big idea you are trying to get across?
- Can you explain it in 140 characters - the length of a Tweet?

**THE AUDIENCE**

- Audiences want to be informed or entertained - not bored
- Expectations
- People have short attention spans
- Easily distracted
- Size
- Age factor
- Ethnic mix
- Other cultural considerations
- Professional/educational background
- Familiarity with the subject
- Don’t assume the audience are experts
- A simple speech, easily understood, works best

**THE STRUCTURE OF A TALK**

- Introduction: Tell what you are going to say
- Main body: Say it
- Conclusion: Tell what you said

## **A TOOL FOR ORGANIZING A TALK**

- List the title
- Write a one-sentence description of the purpose
- List 10-15 talking points, ideas, phrases, statistics, examples, illustrations
- Go through the list and identify three most important points
- Organize these points in the order you will cover them
- State key thought at start of each point
- State 1-2 reasons for holding this view
- Give 1-2 examples or data points to back up your argument
- Summarize first point again

## **THE INTRODUCTION**

You have a few seconds in your introduction to convince audience:

- You will not waste their time
- You are well organized
- You know your subject
- You know who they are
- Arouse the curiosity and interest of audience
- Introduce the topic and give a sense of its significance
- Establish rapport
- Establish credibility
  
- Can make a statement- preferably a jaw- dropping one –to startle and engage the audience
- Can share an anecdote or personal story to get attention
- Can ask a question to make people think
- Can request a show of hands to solicit audience participation

## **HUMOR**

- Laughter is a shared experience
- Can put speaker and audience at ease
- But does not always work
- Can fall flat or have opposite effect
- If you poke fun at someone, let it be yourself

## **THE MAIN BODY**

- Where main points and ideas are developed and the message is supported
- Sub-points supply more specific material that flesh out these claims
- Need a limited number of main ideas
- Can organize chronologically
- By cause and effect
- By problem and solution
- Use examples
- Examples hold listeners
- Clarify and personalize abstract ideas
- Keep examples brief

## **STORIES**

- Put a human face on the topic
- Helps to connect with people emotionally
- Stories in books, TV, or film have heroes and villains and a dramatic ending
- Personal
- Other people
- The brand
- The villain is the challenge facing the business
- The protagonist (brand/hero) rises to meet challenge
- Finally, the ordinary people (customers) are freed from the villain
- Everyone lives happily ever after

## **FACTS**

- Need facts, figures
- Use statistics with moderation
- Too many will leave the audience confused

## **CONCLUSION**

- Let audience know you are ending
- Reinforce your central themes
- Put in context of the big picture
- Provide closure
- A summary of key ideas
- A prediction
- A quotation, either emotional or factual
- An anecdote or rhetorical question
- A challenge to the audience
- A call to action

## **RHETORICAL TOOLS**

### **THE RULE OF THREE**

A principle that says that concepts or ideas presented in threes are:

- More interesting
- More effective
- More memorable
  
- Pros
- Cons
- Recommendation
  
- The past
- The present
- The future

- The problem
- The resolution
- An example

### **REPETITION**

The repetition of a word or phrase at the beginning of successive phrases, clauses or lines.

### **ALLITERATION**

Repetition of the initial consonant sounds beginning several words in sequence.

### **ANTISTROPHE**

Repetition of the same word or phrase at the end of successive clauses.

### **ANTITHESIS**

Two opposite ideas are put together to achieve a contrasting effect

### **WARMUP EXERCISES**

- Yawn
- Say “Aaaah” as you would at the doctor. Hold for 5 count. Do 5 times
- Move you jaw from side to side.
- Pretend like you are chewing gum using your upper and lower muscles
- Rotate your head to the right ten times
- Rotate your head to the left ten times
- Hunch your shoulders, hold for 5 count, relax

### **BREATHING**

- Belly outward when you inhale
- Belly inward when you exhale

### **TONGUE WARMUP**

- Run your tongue in a full circle around your cheek walls and across the front of your top and bottom teeth. Repeat 3 times.
- Reverse the direction of the circle. Repeat 3 times.
- Sweep your tongue as rapidly as you can from side to side across the upper teeth. Repeat at least 10 times.
- Stick the tongue out, extended as far as you can, and move it rapidly up and down. Repeat at least 10 times.
- Stick the tongue out as far as you can and sweep it from right to left around the outside of your lips. Repeat 3 times, then reverse the direction and repeat 3 times.

### **ARTICULATION EXERCISES**

- pppp (puh-puh-puh,puh)
- bbbb, (buh-buh-buh)
- tttt (tuh,tuh,tuh,tuh)
- dddd (duh,duh, duh, duh)
- kkkk (kuh, kuh, kuh, kuh)
- gggg (guh, guh, guh, guh)

## **THE ART OF SPEAKING**

- Speaking is different from writing
- More spontaneous and less formal
- More interactive
- View the presentation as a conversation
- Simple, direct, short
- Use everyday language
- Use one idea to a sentence
- Avoid difficult words which can create confusion
- Avoid using technical terms
- Avoid doublespeak
  
- Pitch: high or low inflection
- Tone: the emotional content carried by our voices
- Volume: loudness and softness
- Rate: the speed at which you speak

Say the sentences below in a high, middle and low pitch range:

- I want a new car.
- This dinner is delicious
  
- Say "I love you" aloud in three different ways.
- Say "I was born in Australia" in five different ways

## **PAUSES**

- Add drama to your delivery
- Allows audiences an extra moment to consider your message.

## **BODY LANGUAGE**

- Grounding: Stand up. Plant your feet firmly on the floor and armpit width apart.
- Exhale, then inhale: See how it makes you stand up

## **HAND GESTURES**

- Keep your hands "unlocked"
- No clasped hands
- No hands in your pockets
- No arms clasped in front of you
- Avoid holding pens, papers, power point controls
- Avoid fidgeting, jangling coins in pockets, or other nervous habits

## **EYE CONTACT**

- Improves your connection with the audience
- Sustain eye contact for one or two sentences...then move on
- Divide the room into sections before beginning
- When you switch eye contact, go from a person in one section to someone in another

- If on a podium, don't stare down at notes
- Show your hands and rest them lightly on the podium
- Don't grip the podium tightly or appear to hide behind it

### **WRITING YOUR TALK**

- Have your notes or text in LARGE fonts
- Ensure fonts are in a style you like
- Use bullet points
- Double or even triple space for ease of reference
- Pencil in notes as to:
  - Where you want to pause
  - Where you want to raise or lower your voice
  - Where you may need a specific gesture
- Underline specific words you want to emphasize

### **POWERPOINTS**

- Useful to illustrate, enhance, and reinforce
- A visual tool
- One point, keep it simple
- Avoid too much information
- Don't overcrowd with bullets and details
- Keep eye contact with audience
- Don't turn your back to audience
- Visual aid is for them, not you

### **FEAR OF PUBLIC SPEAKING**

- Acknowledge your fear
- Act confident
- Channel nervous energy
- Know your material
- Familiarity with audience
- Arrive early
- Check out the physical setting
- Sit in the back of the room to see what the audience sees at greatest distance
- Do a sound check
- Test the tech support
- Chat with people who arrive early
- Breathing exercises
- Neck and shoulder stretches
- Tongue-twisters
- Drink no later than 30 minutes before you start
- Avoid caffeine drinks
- Visit the restroom!

### **PRACTICE**

- Discover awkward phrases

- Gauge your energy level
- Gauge your timing
- Reduce nervousness
- Write a draft and underline words and phrases to emphasize
- Practice out loud
- Practice standing up
- Watch yourself
- Practice gestures
- Practice volume
- Practice with visual aids
- Practice in front of others
- Actively solicit feedback through questions such as:
  - What was your favorite element in speech?
  - Why?
  - What would you like to see improved?
- Record your self- on smartphone or computer
- Assess which phrases sound good and which are awkward to listen to
- Listen for um's, ah's and other stumbles
- Time the overall speech