

PUBLIC SPEAKING

Have a great message. It should be:

- Honest
- Relevant
- Concise
- Positive
- People-oriented
- Simple
- Memorable

Great messages are supported by:

- Examples
- Anecdotes
- Visuals
- Figures/Statistics
- Third Party Endorsements
- Humor (but be careful)

The audience arrives at a conclusion about you and your message based on:

- 10% what you say
- 35% how you sound
- 55% how you look

How do you look?

- Open
- Relaxed
- Confident
- Lively
- Interesting
- Friendly

How do you sound?

- Conversational
- Informal
- Varied in pace
- Well-modulated
- Confident
- Clear and strong

Tips when making a presentation:

- Pausing – It's OK to pause and give yourself time to think before answering the question
- Repetition, Consistence & Assertiveness – If you repeat your key messages... and are consistent, it emphasizes and re-enforces your point... keeps you in control
- Headlining – getting your message out right up front: “thanks for having me... let me just start by telling you...”
- Flagging – using hand gestures (natural) or vocal emphasis to draw attention to what you are saying
- Bridging – transitioning from an answer... to one of your key messages...

Bridging Phrases (when asked a question that you do not know the answer to, or cannot provide a response due to operational security or other issues)

- “Yes / no / I don't know ... (the answer)...”
 - “...what I do know is...”
 - “... what I can tell you is...”
 - “...and another thing I should point out is...”
 - “...what's also interesting to note is...”
 - “...here's what we've done as a result of that...”
 - “...what's important to keep in mind is..”
 - “...let me put that into perspective...”
 - “...what's more interesting is that...”

How to project

- Posture: Think “UP” and “FORWARD”
- Body: Think “RELAXED” but “ENERGETIC”
- Eyes: Think “CONTACT” and “FOCUS”
- Face: Think “OPEN” and “FRIENDLY”
- Personality: Think “PROJECTION” and “COMMUNICATION”
- Voice: Think “PACE,” “PITCH” and “VOLUME”

Focus

- Control your eyes: look at the person/people you are talking to.
- Use appropriate nonverbal reactions, facial expressions
- Listen carefully and attentively

Clarity

- Keep it simple

- Avoid jargon, acronyms, pretentious language
- Keep your audience in mind

Warmth

- Be conversational
- Smile when appropriate
- Project warmth and respect; project sympathy when appropriate
- Admit mistakes and express regret

Color

- Talk people, not policy
- Make the abstract concrete
- Choose simple but colorful words
- Don't be boring
- Use positive words

Appearance:

- Distribute your weight evenly, with one foot slightly in front of other
- Stand up straight
- Don't cross hands in front or back or cross arms
- Avoid the "fig leaf" posture
- Women, avoid wearing skirts if you'll be seated. Skirts tend to rise up.
- Avoid a heavy meal before a presentation. Be aware of the effects of alcohol or carbonated beverages on your system.
- Try to get a good night's sleep the night prior so you can be mentally alert and look refreshed.

- Rehearse your speech or presentation so you can hear how it will sound and so that you won't stumble over your comments
- Have some water at hand in case you get dry mouth or a frog in your throat
- If you need reading glasses, wear them so you are not squinting to read your notes or speech.