

EFFECTIVE PUBLIC SPEAKING

Objectives of this message:

1. To provide a method for preparing talks
2. To build personal speaking skills
3. To offer some tips and helpful hints

I. PREPARATION

- a. To whom am I speaking?
- b. What type message am I giving?
 - i. Instructional
 - ii. Informational
 - iii. Inspirational
 - iv. Combination
- Vector Situations
 - Team Meeting
 - Workshops
 - Division and Zone Level Speeches
- c. What are my objectives?
- d. How will I say it?
 - i. Opening
 - to get attention
 - to identify/build rapport
 - to build expectancy
 - ii. Body
 - Three to five key points: Not too much!
 - Use your sales skills: Paint pictures, 3rd person
 - Stories Analogies
 - Quotations
 - iii. Close
 - Hint the close is coming
 - Close only once
 - Leave them wanting more
 - Avoid cliché closing

II. Delivery

- A. Know the opening
- B. Use we, not you
- C. Voice inflection

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 - 1. Encouraging not accusing
 - 2. Talk to not at
- D. Body Language
 - 1. Eye contact: Everyone in the room
 - 2. Smile
 - 3. Posture
- E. Use visual aids
 - 1. Handouts build credibility
 - 2. White board
 - 3. Use what is available and don't underestimate its power
- F. Repetition
- G. Know the close

III. Helpful Hints

- A. Check out the room
- B. Listen to preceding speakers
- C. Be natural
- D. Think silently: Pauses show wisdom
- E. Be 100% honest
- F. Recognition: Above and Below
- G. Read your audience
- H. You're the expert
 - 1. Never apologize
 - 2. Handle questions with tact
 - 3. Act as if

IV. What matters most!

- A. Preparation builds confidence
- B. On purpose; off self: They are not grading your talk
- C. Effectiveness is more important than impressing them
- D. What's exciting now and what is going to be exciting
- E. Be sincere and be yourself