



Know Your Audience

WHY THIS IS ESSENTIAL

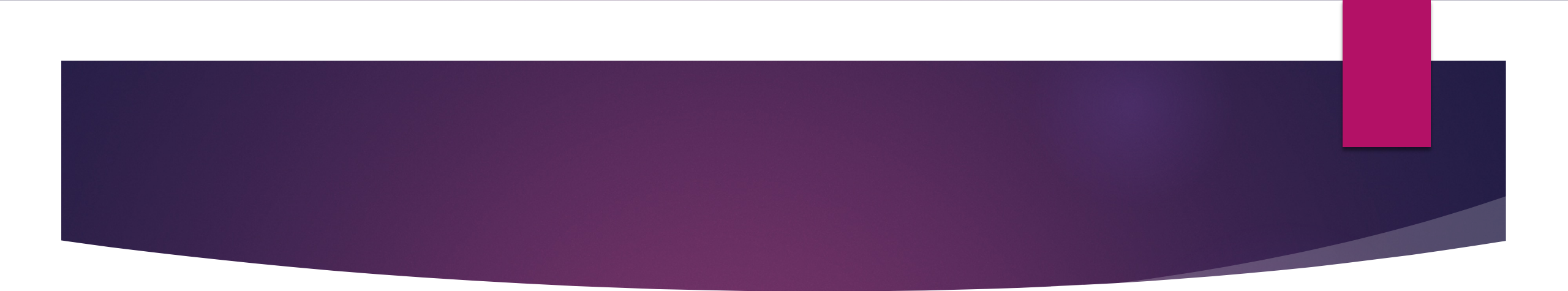
The Right & Wrong of Public Speaking

WRONG

- We are not authentic
- We are not vulnerable
- We use big words. Words that our audience doesn't relate to.
- We talk about concepts that our audience don't understand, or don't care about.

Correct

- ABCs: Audience Before Content (TED Concept)
- This captures the essence of what communication is about. It is NOT about you; it is about putting the audience first.
- Making your talk relatable, engaging, and memorable.

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- ▶ Think about the “gift” that you’re giving the audience.
 - ▶ What you have to say is important! However, the best speeches are the ones where people are vulnerable, authentic, and make the material relatable to all audiences.
 - ▶ Putting people first is important. When people feel engaged, then they care about what you say. If the audience knows that you care about their experience, they will care about you.

Ask these questions...

- ▶ “Why are these people choosing to listen to me speak?”
- ▶ “What do they hope (or need) to gain from this presentation/speech?”
- ▶ “What are their expectations coming in?”
- ▶ “What can I say in order to meet or exceed those expectations?”

Things to Keep In Mind

- ▶ Ask people questions.
 - ▶ Does that make sense?
 - ▶ Do you have any questions?
- ▶ Use the Golden Improv Rule....“Yes And” or “No But”
- ▶ Listen for “Free Information”

Snappy Tips

- ▶ Facts Tell; Stories Sell!
- ▶ Curse of Knowledge!

Public Speaking Anxiety!

- ▶ Public Speaking Anxiety is real!
 - ▶ Fear of rejection
 - ▶ Fear of failure
 - ▶ Center of attention
 - ▶ Physical reactions
 - ▶ Forget what you are talking about
 - ▶ Catastrophic thinking!

- ▶ You NEVER look as nervous as you feel

Public Speaking Anxiety!

- ▶ Mental Preparation
 - ▶ Focus on message rather than self
 - ▶ Be realistic about experience and what's at stake
- ▶ Physical Preparation
 - ▶ Protein rather than high sugar content
 - ▶ Sleep well the night before
 - ▶ Wear comfortable clothes and shoes
 - ▶ Utilize stretching techniques

Public Speaking Anxiety!

- ▶ Contextual preparation
 - ▶ Know the venue, circumstance, and audience
 - ▶ Arrive early
- ▶ Speech preparation
 - ▶ Do not procrastinate: Kiss of Death for a speaker!
 - ▶ Practice several times beforehand in a setting and way as close to the real setting as possible; Record self
 - ▶ Amy Cuddy: “Fake it til you become it.”

Public Speaking Anxiety!

- ▶ Timing is everything (comply with time limits)
- ▶ Public speaking requires muscle memory
- ▶ Like all communication, public speaking has a content and relationship dimension
- ▶ Build on strengths, address weaknesses
- ▶ Remember the power of story

Introduction to the speech

- ▶ Best to compose the introduction after having a strong sense of the body of speech
- ▶ Five elements
 - ▶ Get audience's attention
 - ▶ Establish or enhance your credibility
 - ▶ Establish Rapport with Audience
 - ▶ Preview Your Topic/Purpose/Central Idea
 - ▶ Preview Your Main Points

Introduction to the speech

- ▶ Anecdotes and Narratives
 - ▶ Should be short or summarized
 - ▶ Can be personal (and truthful) historical, current, or from literary sources (parables)
 - ▶ Relevance very important
 - ▶ Be sure that you are in control of emotion

Introduction to the speech

- ▶ Rhetorical question
- ▶ Startling Statistics/Facts
- ▶ Immediate reference to subject/purpose
- ▶ Reference to audience/appeal to self interest
- ▶ Reference to current or historical events
- ▶ Humor
- ▶ Quotations

Conclusion

- ▶ Element 1: Signal the End
- ▶ Element 2: Restate Main Points (always summarize)
- ▶ Element 3: Provide clincher (something memorable to leave audience with)

Important Don'ts

▶ Introductions

- ▶ Rambling, trying to get comfortable, wasting time
- ▶ Beginning to talk while still approaching the lectern/platform
- ▶ Talking too fast (let audience get used to your voice)
- ▶ Reading your introduction (eye contact vital at beginning)
- ▶ Being “pedantic” or “lecturey”

Important Don'ts

- ▶ Conclusions
 - ▶ Signaling end more than once
 - ▶ Bringing up new material
 - ▶ Rambling
 - ▶ Talking as you leave the platform (and making faces!)

How To Practice

- ▶ Practice makes permanent
- ▶ Practice only makes perfect if you practice perfectly
- ▶ **Practice your speech beforehand at home or elsewhere, the way you will give it in front of the real audience.**

How To Practice

- ▶ Practice out loud (full volume)
- ▶ Practice standing up
- ▶ Practice with lectern (or something close)
- ▶ Practice with (at least part of) an audience
- ▶ Practice your speech for time
- ▶ Practice by recording yourself

Delivery is KEY

- ▶ Enthusiasm
- ▶ Facial Expressions
- ▶ Vocal Variety
- ▶ Gestures
- ▶ Movements
- ▶ Eye Contact

Delivery is KEY

- ▶ Hands
 - ▶ Use gestures as you naturally would
 - ▶ Gestures should be larger for size of audience
 - ▶ If not gesturing, place on sides of lectern
 - ▶ Be mindful of excessive energy coming through hands from adrenaline

Delivery is KEY

- ▶ Feet/posture
 - ▶ Feet about shoulder-width apart
 - ▶ Firm foundation—not twisting feet around
 - ▶ Knees bent, not locked
 - ▶ Roll shoulders back for more breath support and better appearance
 - ▶ Lectern is not part of the skeletal system!

Delivery is KEY

▶ Objects

- ▶ **Only bring to the lectern what you absolutely need to give the speech.**
- ▶ Be mindful of jewelry, fringe, hair in face—can be very distracting
- ▶ Comfortable shoes (strong support)

Delivery is KEY

- ▶ Lectern
 - ▶ Use for notes
- ▶ Lectern is not for
 - ▶ Leaning
 - ▶ Tipping
 - ▶ Hugging
 - ▶ Gripping for emotional support

Delivery is KEY

- ▶ Eye Contact
 - ▶ Most important means of connection in Western cultures
 - ▶ Want to approximate 80% of time maintaining eye contact
 - ▶ Focus on individuals for about 5 seconds
 - ▶ Be sure to balance right, left, back, front
 - ▶ Don't stare down an individual (instructor)
- ▶ Eye contact takes practice!

Delivery is KEY

- ▶ Vocal aspects
 - ▶ Volume – speak to back of room
 - ▶ Pitch – need variety
 - ▶ Rate – need variety
 - ▶ Pauses – can be effective for attention
 - ▶ Vocalized pauses (nonfluencies) – awareness is first step

Remember...

- ▶ The importance of practice – no substitute
- ▶ The importance of energy
 - ▶ Vocal
 - ▶ Physical
 - ▶ Related to passion/desire to communicate



▶ Go Forth and
Be Fabulous!