SURVIVAL STRATEGIES, INC

PUBLIC SPEAKING

(Materials: Video camera, paper and pen)

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PUBLIC SPEAKING

One of the most effective ways to get the word out about your profession, product, or service is through the tool of public speaking.

Most of those that I speak to who do public speaking come forth with the same common denominator: I used to do that but it got me no results.

When asking them what they did it became evident that the flaw was them, but they usually blamed the audience!

When you do speaking there exists exact technology of how to do it. Some are fortunate to have this as an inherent ability, but like anything, you can learn it and learn it well.

Here are a few tips:

1) The first thing would be to ensure you have a topic that THAT audience wants to hear about, it has to have something to do with them. This can be done by surveying, prior to any talk, those that may be part of the audience for the topic that will interest them.

2) The next thing to define is the exact purpose of your talk and to tell the audience this purpose as the first thing in order to orient them around why you are there in first place. If you do not they will make up their own purpose for why you are there, and it may not be what your message factually is!

3) Next of course is the design of your speech itself.

4) Next is practice it on a gradual basis possibly first of all to yourself, then to yourself in a mirror, then to one person you know, then to a few you know and then as large of a group you want and then to the audience itself. When you do this you have to get the agreement of those you are testing it on that there is to be NO invalidation of your presentation, but you only want to know what they think would make your speech better.

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5) Lectures: I do not know about you, but I have seen so many lectures where you wonder if the speaker even knows there is an audience! What I mean is I have seen members of the audience actually sleeping, or being dopey and then you hear from the speaker criticism of the audience!! Wow, that speaker has no clue, or is so arrogant that they must think the purpose and end result of their speech is to put people to sleep! If that is what is happening then it is they that are doing it!

6) Engagement: The best speakers I have seen do not lecture, they engage the audience; they are not boredly reading off "stuff". Their purpose is to get their message across; but how would they know if they do not engage or ask their audience throughout the talk? Are the really looking at the audience and judging and changing their talk if they see they are not getting participation and engagement? A true pro does this; you can too just by LOOKING at the audience. I have even gone so far as to ask, hey, is this boring to anyone? Please tell me; then change what I am doing on the spot. (What this means actually is I did not do enough homework on the audience itself before creating my talk)

7) Ending and making it all worth your time: Clients tell me that they end the speech, maybe pass out some cards, or speak to people, maybe give out a hand out and then go back to their work and complain that "no one called me." Come on let's get a bit more pro at this! Here is the way to end your talk and how to garner future prospects:

    a) BEFORE you end your speech, you pass out a survey (I will give it to you in a moment) and make absolutely positive you have enough pens or pencils!

    b) You let them know that you have something else to cover but right before you do that you want to get some feedback from them so you are going to pass out a brief survey and would appreciate their candor and input. Have someone else besides the speaker start passing them out as you are saying all this, with a writing utensil please.

    c) You get them gathered up and thank them.

d) THEN you end your talk.

e) Do not make the mistake of looking like you are about to end before you get the survey as people will start leaving. This all takes good control of the audience.

Here are the survey questions. You can change them in to whatever you like, or even add some, but do not make it longer. If you change the questions please do not change the concept.

POST PRESENTATION SURVEY or Quality Assurance Survey, or something you prefer.

Dear Attendee,

Thank you for attending today's talk (whatever you call it); I hope this was of benefit to you. I am always trying to improve my presentation and I would greatly appreciate your input to the following questions: (leave space between questions for them to write)

1) What one thing of benefit did you receive out of today's presentation that will help you?
2) If I were to make any improvements in my talk, what would that be?
3) If there was something you wanted more information about, what is the best way to get a hold of you?
4) Name:_____ Phone: _____
5) Email: _____
6) Was there anything you wanted to know that I did not cover, and if so what?
7) If you feel it is appropriate to have a one-on-one interview, consult (whatever works for you) what is the best way to get a hold of you?
8) Name: _____ Phone: _____
9) Email: _____
10) Anything else?

Thank you for attending.

Name
Position

Or..

1) What aspect of today's presentation did you find the most interesting?

2) What did you learn today that you feel would benefit you the most?

3) Please make suggestions on what we might do in future events that would make them even better.

4) Would you like information on how to register for our next free event?

Would you like further information or follow-up on?

- A free screening consultation? _____
- A full physical evaluation? _____
- Printed information regarding tonight's topic? _____
- How to refer a friend or family member? _____
- A speaker for your club, workplace or association? _____

5) Would you like any other help or information?

Now you have something appropriately to follow up on!

In summary, public speaking is a total blast! I happen to love it. I know some like it as much as a root canal, but, it is something you can learn, it just takes practice, the willingness not to be so worried about what others think about you, and the strong passion to get your message across!

Craig Ferreira
CEO

Phases of a Presentation

1. Preparation
2. Introduction
3. Purpose, Intended Results for the presentation
4. Transition
5. Body of Talk
6. Transition
7. Set up for the Break and Announcements
8. Completion of the Break
9. Return to the Body of your Talk
10. Transition
11. Completion with instruction for future action

Public Speaking: Organizing a Talk

A good talk is organized in much the same way as any good presentation or written report. Although, the divisions in subject matter in a talk should perhaps be made more obvious to an audience than is done in writing.

The fundamental divisions are an introduction, a body, and a conclusion.

The introduction should contain the following elements: an introduction of the speaker, a welcome or greeting to the audience, a reference to the speaker's qualifications to speak on the given topic, a statement of the topic in broad terms and the purpose of the talk (to give information, to move to action, etc). Then, should come a brief overview of the flow of the talk, mentioning the major topics to follow. This allows the listener to organize the talk within his own mind. It should not, however, be so detailed or long-winded that it gives the talk away or sets the listener up to be bored later.

The body of the talk should start with some form of statement of the topic, and why the topic is of interest or what relevance it has (why should people be spending their time listening?). It should consist of a discussion of a group of related sub-topics that belong to the main topic. The relevance of each area should be clear or should be made clear, and there should be logical or at least sensible connections between one sub-topic and the next.

Within the body of the talk will come the presentation of material or the argument, which is the subject of the talk.

The conclusion should make any final arguments or points based on what has gone before, summarizing, or at least alluding to, the various sub-topics discussed. It should include a thank you or acknowledgement of the audience and of the sponsors of the talk (if appropriate). It should leave the listeners feeling that something has just been completed; not chopped off in the middle due to lack of time. A final quote, allusion or idea is often appropriate.

This is a highly organized form for a speech. The danger to be avoided in using it is, 'Tell them what you're going to say, then say it, then tell them what you just said'.

Summaries should be brief, connections or bridges should be subtle and the speaker should be aware of whether the audience needs more clarification or less. The line between making a subject clear and belaboring it is sometimes fine. There is no substitute for individual judgment, creativity and common sense.

Successful Presentation

1. The subject produces value for the audience.

2. The presentation has a purpose and achieves its intended results.

3. The presentation is easily understood.

4. The presentation is filled with stories and examples that the audience can relate to their own experiences.

5. New terminology is clearly defined.

6. There is a balance between information and practical exercises.

7. The presentation has a logical flow that can be easily followed by the audience.

8. The presentation is entertaining as well as informative:
    a. Gets attention
    b. Holds interest
    c. Creates a 'want more'

9. Visual aids are used to support the information presented.

10. The presentation is practical and can be utilized.

11. The talk sparkles and makes an impact.

12. The presentation inspires people to take action.

Speaker Guidelines

How to Raise (or Lower!) Your Ratings as a Speaker

(This article is adapted from Professional Meeting Management © 1985, Professional Convention Management Association.)

As a speaker, we are sending you the following information to help guide your preparation to speak to an audience.

A recent review of hundreds of on-site evaluations (of tutorials and seminars) revealed some clear patterns of likes and dislikes:

Here are samples of the comments made in sessions which were rated **HIGHEST** by the attendees:

"Clear and concise"
"Kept my attention"
"Affects my job positively"
"Applies to my work situation"
"To the point"
"Well organized"
"Very informative"
"Clearly presented"
"Useful…Insightful…Presented concisely"
"Well prepared, well presented"
"Presentation was structured well"
"Extremely informative"

Here are samples of the comments made in sessions which were rated the **LOWEST** by the attendees:

"Too general – wanted examples"
"More details would have helped"
"Too vendor-specific"
"Was a sales pitch"
"Didn't match the level of difficulty it was rated for"
"Didn't stick to the topic as described in brochure"
"Not smoothly presented"

"Couldn't hear the presenter"
"Too much touting of products"
"Didn't address topics that were in title of talk"
"More examples were needed"

Speaker Guidelines

These guidelines are intended to assist you in the preparation of your presentation at our upcoming seminar program. If we can be of further assistance, feel free to contact us anytime.

1. Prepare in advance

You have been asked to participate because you are an industry leader and are considered an acknowledged expert in one or more fields. Even with your knowledge, experience and expertise, however, you will not be effective if you enter the session without preparation.

Everyone has his/her own particular method of preparation. While you may actually write down your speech or talk in your preparation, it is suggested that you do not plan to read it verbatim (i.e., with your eyes steadily glued to the paper). Not only can it come across as dull and lacking in spontaneity, but also it can confine you to the point where the slightest distraction-say, a question from the audience-can throw you off.

Instead, it is recommended that once you have prepared your talk, you then put it down in outline, and/or note form – either on sheets of paper double or triple spaced or on index cards. Then, if you have prepared adequately, your talk will flow and you will have greater flexibility. Preparing your talk in this manner has the additional advantages of giving you a sense of organization, showing whether the key points you intend to cover are indeed being covered, and letting you know the approximate length of your presentation.

2. Allow for flexibility

In some instances, your talk will follow a logical, narrow path, with the presentation flowing from Point A to Point B to Point C, etc. In other situations, however, your topic may be 'flexible', and thus your talk could

take off in more than one direction. Or, your audience may want you to focus on certain aspects of the subject. Be flexible!

3. Practice your presentation

Once you have prepared your talk, find an 'audience' that you can try it out on. Doing this not only will tell you how effective your presentation is, but will also give you a more accurate idea of long the talk will run. If you don't have the final visuals ready at that time, use some version of them during your dry run, even if they are just hand-drawn sketches.

4. Use visual materials

Visuals enhance a talk and audiences react more favorably to a presentation that includes some. In some situations, the visuals are an obvious, integral part of the presentation. Even if your talk doesn't have 'obvious' built-in visuals, you can always create some sort of illustrative materials. These could be as simple as slides showing the key topics of your talk.

Any talk can be illustrated if you use some ingenuity and/or imagination.

35mm slides and overhead transparencies (8 ½ x 11) are the two most commonly used and least expensive visuals. 35mm slides project the best; however, they are more expensive to produce. Most major copying machines have the capability of making 8 ½ x 11 overhead transparencies from your originals. If you don't have access to a machine with this capability, most copy shops can do the job for you for a reasonably low price.

Also, if you want to write down information for your audience to see during your talk, you can have a blank acetate roll attached to the projector. Then, during the talk, using a special marker, you can write on the roll and it will project. A flip chart pad on an easel or a blackboard can also be used for this purpose, but neither is advised for groups of more than 50 in a theater style or 30 in a classroom setting.

If you are using a VCR, you should have one monitor for every 25-35 people.

It is vital that you try out your slides in advance. Not only will this tell you how effective they are, but also this procedure will give you a 'feel' of how they will fit in and will simulate the actual talk.

(For more information on preparing 35mm slides, see "Slide Show Made Easy" which is included in this kit.)

5. Provide handout materials

"A lack of handout materials" is the most frequent complaint from the seminar registrants. Handouts enhance any talk. And, they make the audience feel as though it's getting its money's worth. Here are some suggestions:

a. A general outline of your talk or the program format.
b. Copies of the visuals you will be showing. (This is especially appreciated if you have charts, graphs, etc. Copies of these will save the registrants the time and trouble of copying the information from the projected slides.)
c. Reprints of relevant articles from *Club Industry* or other publications written by you and/or others. (If the articles are copyrighted material, make sure you have received permission to reprint them.)

**A word of caution:* *Avoid handing out verbatim copies of your talk. It can produce this negative reaction: "Why did I bother spending time and money coming? I could have just read it instead!"*

6. Special instructions for panel discussion participants

If you are the moderator/chairperson of a panelist discussion, make sure you communicate early and often with all the panelists. Make sure they all know the format of the session, what each is expected to contribute and how long the session will run.

If you are a panelist and the moderator/chairperson has not contacted you, take the initiative and call him/her. While participation on a panel does not demand as much preparation as presenting a session by yourself, advance preparation is still required!

If communications have not been successful in either direction (i.e., moderator/chairperson to panelist or panelist to moderator/chairperson, please contact the program manager.)

The moderator/chairperson should plan to meet with the panelists at least a half-hour to an hour before the scheduled time of the session. The program manager will usually be able to provide the exact location of the session at least a week before the program.

7. Check out the meeting room in advance

Plan to be at the site of your session at least 20-30 minutes before it is scheduled to begin.

This will give you the chance to check out the room and make sure the equipment you ordered is indeed in place. Also, you will have the opportunity to get a 'feel' for the room and be more comfortable in the environment.

8. Start and End on time

Start your session as close to the posted starting time as possible, but never more than five minutes late. Don't punish those who arrive on time by waiting for latecomers. It is equally important to end on time. If your session is planned for an early time period, the registrants will want the break time following your talk before the start of the next session. If it is a later session, the attendees may want to go right into the next exhibit hall or may have made other plans.

<u>The key point here is:</u> No matter how active the question-and-answer segment is, make sure you have covered the topic as outlined in the brochure during the scheduled time of the session. You can always answer questions after the session's official ending time.

9. Do not waste time on introduction and/or small talk

People have signed up for your session to gain knowledge on a specific subject. Don't waste their time with lengthy introductions of yourself or other unnecessary preliminary activities (i.e., don't have each audience member introduce himself or herself and/or only ask general survey-type

questions in order to get a profile of your audience). There are exceptions to this. For example, if yours is a small group, say a roundtable, then having each person introduce himself/herself can be a valuable kickoff for the discussion.

10. Allow time for questions

As you plan your talk, build in time for questions. And, at the start of the session, let the audience know this. Also, if you don't mind being interrupted by questions during your talk, let the audience know this as well.

**A word of caution: If you allow questions at any time, don't let the session get away from you. When a question is posed, repeat it aloud before answering to make sure everyone in the room has heard the question.*

11. Don't make excuses or apologies

Your audience assumes that you are both an acknowledged expert in the subject as well as a capable speaker. That is why they signed up for your session. Don't make statements such as, "I'm not a good public speaker," or "I'm not feeling very well today," or any other type of negative statement. Even if any or all of these statements are true, don't say them. Let the audience find out for themselves! Your audience doesn't care, and more importantly, why start off with a negative statement? It can only hurt. A positive attitude goes beyond statements about yourself. Don't criticize the room setup, the room temperature or whatever. Negativism is contagious. Let the audience tell you there is a problem. Then (and only then) should you take action to correct it.

12. No sales pitches, please

Avoid making a sales pitch for yourself, your company and/or your product or service. It will upset, perhaps even anger, many of the registrants. They didn't spend good money for a sales pitch. This rule applies to printed materials as well. Do not hand out promotional literature about yourself, your organization and/or your product or service. Do not include any promotional material in any of your handouts.

Remember:

THE BEST SALES PITCH IS A GOOD PRESENTATION!

Telling a Story

In doing presentations, it is important to communicate with the listener in ways that they can identify with the presenter. One of the ways to do this is through telling stories or sharing personal experiences. These stories have to be authentic and the listener has to be able to visualize the story or experience it, as it is being told. The experience being shared has to have ‘a point’ for being told. It has to move the process forward in some way or help overcome some obstacle that is in the way of the objective of the presentation.

Some people seem to have a knack for telling stories, while others do not. However, anyone can learn how to do it. There is a method for how to tell stories and share your experiences with others. There is a template (something that establishes or serves as a pattern). It is a guide or form where you fill in the information called for by the form.

Template for Telling a Story

1. Who or What - I was walking, the dog was walking, the candle was burning.

2. Location - I was standing at reception

3. Time (When did it occur?) – It was Wednesday, June 15, 2004.

4. Surroundings – Fill in the picture by including a description of the surroundings; "There was a line of 10 people behind me waiting to see the receptionist. There were some chairs against the wall. A picture of George Washington crossing the Delaware was hanging on the wall behind the Receptionist."

5. What happened or HOW did it happen? – The Receptionist said, "We don't have a reservation for you and we are all booked up for the night."

6. My point is…make a reservation at a hotel rather than winging it and hoping they will have rooms available.

These are the basics of a good story. It makes the speaker include the important parts that make for a good story.

DRILL # 1

1) Write out a story to tell your partner verifying that it contains all the elements just studied. _____

2) Now practice delivering it to your partner. _____

3) Review the presentation with your partner to correct what may need to be corrected based on the telling a story articles. _____

4) Do it again until you are comfortable. _____

5) Switch around now as partners and repeat 1-4. _____

Presenting a New Idea

1. Ask for the audience's opinion.
2. Let them talk and acknowledge them.
3. Present your new data.
4. Give (or get) a few examples, or tell a story.
5. Have them do a practical drill. (If applicable)
6. Let them share their wins. (If drill done)
7. Summarize, and transition to the next concept.

Nine Uses of Graphics

1. Clarify
2. Coherence
3. Credibility
4. Impact
5. Interest
6. Summarize
7. Reinforce
8. Emphasize
9. Simplify

Elements of Graphics
- Robert Lefferty

Recovery Drill

Name: My Point is….!

Purpose: To learn how to handle getting lost during a presentation.

Data: During a talk people can start to ramble on aimlessly. When this occurs, the audience gets restless and starts to wonder what the speaker's point is. The speaker starts to feel that they are rambling and are trying to find a point to make. As the speaker looks for a point to make, they continue to ramble and the experience seems to get worse.

The way to short cut this process, is by having the speaker simply say *"And My Point Is….!"* After making the statement, the speaker will then be able to make a point. The speaker will then have to invent a point. The audience is looking for a point and is relieved when you give them a point. Any point is better than no point!

DRILL # 2

1) Design your presentation. _____

2) Present to the audience. _____

3) Receive a critique. _____

4) Review the video of your talk. _____

5) Re-do the presentation as needed. ____