

Effective Public Speaking

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Business Communication Means:

“Powerful communicators are able to communicate strategically, think critically, write and speak proficiently and interface effectively in a high tech world.”

Authors: Carol Lehman and Debbie DuFrene

People spend more time listening than any other communication activity.



“There are certain things in which mediocrity is not to be endured, such as poetry, music, painting and public speaking.”

~Jean de la Bruyere, French Satiric Moralist

"Public speaking is the art of diluting a two-minute idea with a two-hour vocabulary." ~Evan Esar

"Make sure you have finished speaking before your audience has finished listening."

~Dorothy Sarnoff

“The brain starts working the moment you are born and never stops until you stand up and speak in public.”

~George Jessel, Comedian

WHO ARE GREAT SPEAKERS AND WHY?



WHO DOESN'T WANT TO BE A BETTER SPEAKER?



ESTABLISH RAPPORT



BUILDING PROFESSIONAL RAPPORT

- Rapport building comes first
- It is not natural for everyone
- Having rapport shows confidence

GET PERSONAL

- Be confident
- Exude competence
- Be positive
- Smile more



GIVE YOUR INTRODUCTION A HEADLINE



- Speak with energy
- Prepared, smooth intro
- Strong eye contact
- State your credibility
- No apologies

TRANSITIONS MAKE YOUR PRESENTATION FINISHED AND READY



Transitions:

- Help you stay on track
- Tie all material together
- Tell the listener where you are in the presentation

CLEARLY END THE PRESENTATION



Conclusions will:

- Tell audience you are done only once
- Summarize and discuss action items
- Finish with a final remark

Facilitation Success



- Anticipate questions
- Be “in the moment”
- Create two-way opportunities for discussion
- Be direct
- Pause when necessary
- Don’t dwell or ramble

FINAL TIPS

- Anxiety is normal and gives you energy
- Be prepared and practice out loud
- Give credit to others or reference someone
- Be positive and professional
- Gain credibility with strong eye contact
- Speak with enthusiasm and confidence
- Anticipate questions