### 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

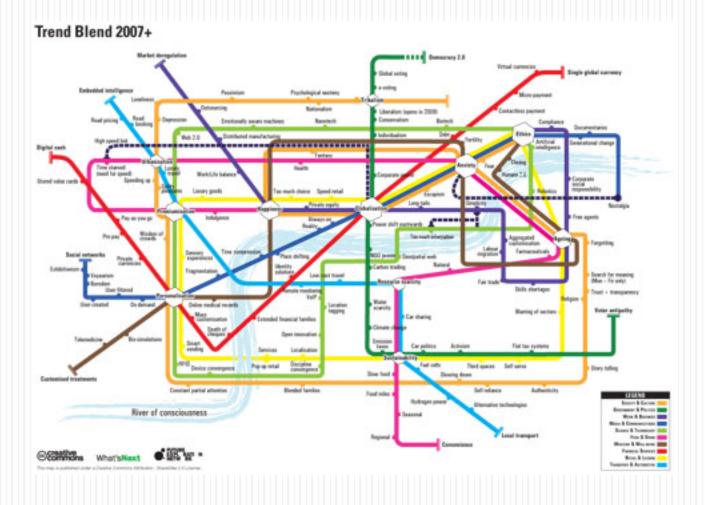
- Rapport building comes first
- It is not natural for everyone
- Having rapport shows confidence

### **GET PERSONAL**

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



## STRATEGIC ORGANIZATION OF A COMPLEX MESSAGE



### 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