



PUBLIC SPEAKING

THE ART OF PRESENTATION

Jason F. Atwell

- Bruce Willis
- Julia Roberts
- Winston Churchill
- Samuel L. Jackson
- Sir Isaac Newton
- Thomas Jefferson
- Tiger Woods
- Harrison Ford

**Would You Be Surprised
To Know...?**

- Claustrophobia
- Brontophobia
- Agoraphobia
- Aerophobia
- Sociophobia
- Acrophobia
- Scotophobia
- Arachnophobia
- Necrophobia
- **Glossophobia**

The top ten global fears:

- A tense and quivering voice
- Accelerated heart rate
- Overwhelming urge to flee the situation
- Cold hands
- Dizziness
- Dry mouth or throat
- Excessive blushing
- Feelings of self-doubt, uncertainty
- Thoughts like “I am embarrassing myself.”
- Rapid heart beat
- Negative thoughts of things going badly
- Shaky knees, hands, lips
- Sickness
- Stammering, Stuttering
- Sweaty hands

A Self-Test

- The purpose of public speaking can range from simply transmitting information, to motivating people to act, to simply telling a story. Good orators should be able to change the emotions of their listeners, not just inform them.

There are five basic elements, often expressed as “*who* is saying *what* to *whom* using what *medium* and with what *effects*?”

Public speaking (wikipedia)

“Fear of public speaking has negative effects on careers and influences success in life negatively when you do nothing about it.”

- Professionally
- Personally
- Physically
- Emotionally

The Implications

1. Extemporaneous
2. Motivational
3. Persuasive
4. Demonstration
5. Informative

Types of Speeches

- What are you speaking about?
- Who is the audience?
- What is your goal?

The Process

- Ask lots of questions!
- Browse their website and/or materials.
- Become familiar with their terminology.
- Listen for information that you can build on.
- What is the meeting theme?
- What are start and end times?
- What is the customary attire?
- Neutral, friendly, or hostile audience?
- What do they know about the topic?

Know Your Audience

- Introduction
- Body
 - Point 1
 - *Support*
 - Point 2
 - *Story*
 - Point 3
 - *Support*
- Conclusion



The Components

1. Set a clear goal for your presentation
2. Analyze your audience to determine their needs and wants
3. Generate key ideas to shape your content
4. Write a presentation that is tailored to your audience
5. Reinforce your presentation with supporting material
6. Create powerful visual aids to add impact
7. Organize the logistics
8. Practice delivering an impressive presentation
9. Use proper language for credibility
10. Enhance vocal skills
11. Use gestures, facial expressions, and movement
12. Prepare yourself to handle difficult situations
13. Handle challenging comments
14. Evaluate the success of your presentation

Preparing a Speech

- Fear
- Anxiety
- Vocalized Pauses
- Your “alter ego”
- Logistics
- Audience
- Time



Obstacles

“It’s not what you feel,
it’s what you reveal!”



Overcoming Fear: Preparation & Rehearsal

1. Choose a topic
2. Choose a type of speech
3. 2 minutes in length
 1. Introduction
 2. Main Message
 1. Supporting information
 2. Story
 3. Conclusion

Exercise:

Extemporaneous Speech



ARE YOU READY?
