

Public Speaking Without Fear and Anxiety

1

Solutions For Anxiety

"Why Do I Feel So Nervous?"

10 Worst Fears In America

1. Speaking Before A Group
2. Heights
3. Insects and Bugs
4. Financial Problems
5. Deep Water
6. Sickness
7. Death
8. Flying
9. Loneliness
10. Snakes



The Fight Or Flight Response

Things To Remember: 7 Steps

1

2

3

4

5

6

7

The Three Things To Guarantee Success

- **Prepare**
- **Rehearse**
- **Practice**

2

Plan A Powerful Presentation



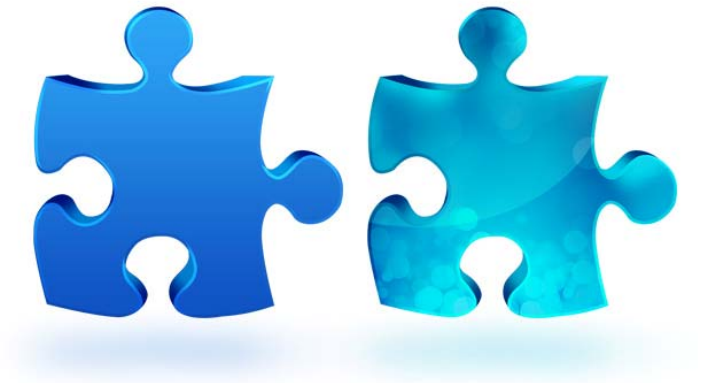
Four Types Of Presentations

- **Script**
- **Memory**
- **Impromptu**
- **Extemporaneous**

Nine Simple Steps:

Solve the Presentation Puzzle

- 1 Know Your Purpose
- 2 Create the Close
- 3 Design the Opening
- 4 Outline the Body
- 5 Add Spice
- 6 Visualize
- 7 Tailor to the Audience
- 8 Make Cheat Sheets
- 9 Rehearse



Step #1

Know Your Purpose

- What is my commitment to the audience?
I am here to ...
- When it's over, what do I want the audience to ...

Step #2

Create a Close

This should be a call to action

- Design an Ending
- Review
- Anecdote
- Challenge
- Story

Step #3

Design the Opening

This should capture attention and create interest and excitement

1

2

3

What about ...

Step #4

Outline the Body

State your case and support with evidence

- I-Brainstorm Main Points
 - How Many?

- The B.A.I.R. Test

B

A

I

R

- Sub-topics

- Structure
 - Chronological
 - Problem/Solution
 - Old Way/New Way
 - Feature/ Benefit

Step #5

Add Spice

To Create Excitement and Keep the Audience Engaged

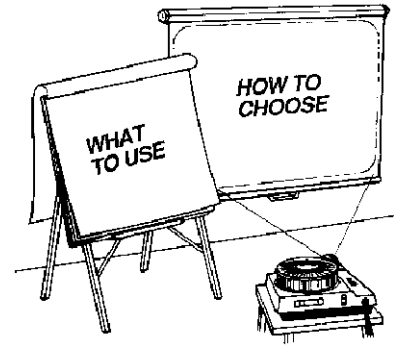
Spice that involves one of these will keep your audience involved:

MONEY
LOVE
FAME
FEAR
OPPORTUNITY
SEX
HEALTH
TRAGEDY

Step #6

Visualize

To clarify information and enhance the presentation and your credibility



- WHEN TO USE VISUAL AIDS

- 1
- 2
- 3
- 4

- NEVER USE WHEN...

Step #7

Tailor to the Audience

To empower the audience

What To Know About The Audience (In Advance!)

1. Who?
2. Interest?
3. Sex?
4. Age?
5. Expectations?
6. Attitude?

Step #8

Make Cheat Sheets

To Maintain Focus



"Fast Food" For the Eyes

- Index Cards
- 8 ½ x 11
- Binders
- Visual Aids

Step #9

Rehearse

Guarantees success

1

2

3

4

5

3

Control The Presentation Environment



Behind The Scenes

1

2

3

4

5

6

7

8

9

10

Look Out For Bad Habits

- VOCAL INTERFERENCES
- VOCABULARY NOISE
- GRAMMAR NOISE
- STRUCTURAL NOISE
- EMOTIONAL NOISE

... And Distractions

- Two Types
 - On-going
 - Sudden
- Examples:
 - Speaker
 - Environment

DISTRACTION
JUST ANOTHER MEANINGLESS MESSAGE TO KEEP
YOU FROM PAYING ATTENTION TO ALL OF THE ISSUES THAT REALLY MATTER

DISTRACTION
JUST ANOTHER MEANINGLESS MESSAGE TO KEEP
YOU FROM PAYING ATTENTION TO ALL OF THE ISSUES THAT REALLY MATTER

DISTRACTION
JUST ANOTHER MEANINGLESS MESSAGE TO KEEP
YOU FROM PAYING ATTENTION TO ALL OF THE ISSUES THAT REALLY MATTER

DISTRACTION
JUST ANOTHER MEANINGLESS MESSAGE TO KEEP
YOU FROM PAYING ATTENTION TO ALL OF THE ISSUES THAT REALLY MATTER

DISTRACTION
JUST ANOTHER MEANINGLESS MESSAGE TO KEEP
YOU FROM PAYING ATTENTION TO ALL OF THE ISSUES THAT REALLY MATTER

The Question and Answer Period

- Set The Ground Rules Early
- List Completely
- Repeat The Question
- Don't Know The Answer?
- The Ping-Pong Question
- Body Language
- No Questions?



The "Testy" Troublemaker

Watch Being Perceived As...

- Rude
- Defensive
- Critical
- Condescending

How To Handle A ...

- Hostile Troublemaker
- "Chit-Chat"
- Monopolizer
- Silent Troublemaker

Give 'Em A Break

- State Schedule
- How Often?
- How Long?
- Synchronize Watches
- Start And End On Time



What an Audience Knows Without Being Told

- How You Feel Today
- If You Don't Like Them
- When You Are Lying
- When It's A Sales Pitch
- When You've Given Up
- When You Haven't Prepared

4

The Psychology Of A Confident Delivery



Build Audience Rapport:

Five Factors

- APPEARANCE
- BODY LANGUAGE
- TONALITY/SPEECH
- AUDIENCE ENROLLMENT
- HUMOR

Appearance

- What Is Appropriate ?
- Bold Color Is Better
- Style-Is It Better?
- Appear To Be:

Power Speak: Body Language And Tonality

Words=

Tonality=

Body Language=

_____%=Non-Verbal

S

O

F

T

E

N

To Improve Vocal Quality...

- Pitch/Inflections
- Volume/Loud and Soft
- Rate Of Speech
- Overall Quality



Audience Involvement

Enrollment: The 4 C's

- Comfort
- Commonality
- Control
- Commitment

Raising The Gradient

1

2

3

Humor Me!

Only 5 jokes in the World

1

2

3

4

5

THE MOST COMMON MISTAKES

1. Poor first impression
2. Little eye contact
3. No humor
4. Limited preparation
5. Poor visual aids
6. Minimal facial expression
7. Dull, dry, and boring
8. Vague objectives
9. Frozen in one spot
10. No audience involvement
11. Weak close

AUDIENCE RAPPORT CHECKLIST

- ✓ Create a safe environment.
- ✓ Attend to "creature comforts."
- ✓ Start and end on time.
- ✓ Body Language and Tonality
- ✓ Enroll slowly!
- ✓ Stimulate every 6-8 minutes.
- ✓ To persuade - the first brain must be engaged.

"Put first things first"
STEPHEN COVEY

THE IMPROMPTU PRESENTATION

This is when you are asked to make a presentation with no advance notice. In this case, someone usually asks us to "get up and say a few words." At some point in your career, you will be in this position. Now is the time to begin preplanning that presentation. What to keep in mind...

STEP #1

Start with a positive statement. The words "Thank you" will usually do the trick. ("Well ... Thank you for this opportunity to speak ... ")

STEP #2

Strive to make one positive point and state it well, such as: "This has been a tremendous year for our department and we look forward to even greater things next year."

STEP #3

Give one brief example or a reason which substantiates your positive point. "One of the reasons we have been so successful this year is because of our commitment to on-going, quality training."

STEP #4

Memorize a couple of your favorite quotes so that you will have them when you need an emotional close. "I believe it's important for us all to continue to learn ... to grow and achieve."

Abraham Lincoln said it best when we said. 'I don't think much of a man who doesn't know more today than he did yesterday.' I know this philosophy has contributed to our success and I'm glad it will continue to be one of our goals for this great organization."

"FILL IN THE BLANK"

FORMATS FOR LAST MINUTE PRESENTATIONS

10 MINUTE IMPROMPTU

- 1 Opener
- 2 Body (one point)
- 3 SPICE
- 4 Close

30 MINUTE SPEECH

- 1 Opener
- 2 SPICE
- 3 Body
 - A Point 1 + SPICE
 - B Point 2
 - C Point 3 + SPICE
- 4 SPICE
- 5 Close

60 MINUTE PRESENTATION

- 1 Opener
- 2 SPICE
- 3 Body
 - A Point 1 + SPICE/VISUAL
 - B Point 2
 - C Point 3 + SPICE/VISUAL
- 4 SPICE
- 5 Close

ENVIRONMENTAL CHECKLIST

- ✓ Check room temperature.
- ✓ Check for appropriate lighting.
- ✓ Is the room "back-lit?"
- ✓ Are there enough chairs?
- ✓ Are there too many chairs?
- ✓ Do participants have tables, pens, notepads. etc.?
- ✓ Are there restrooms and telephones nearby? Clean?
- ✓ Are the Women's Rooms adequate?
- ✓ Extra bulb for the overhead projector?
- ✓ Extra extension cord?
- ✓ Are all cords on the floor safely taped down?
- ✓ Is a large enough screen available? Set up?
- ✓ Is the overhead projector glass wiped off?
- ✓ Do I have a method for separating used overheads from yet to be used overheads?
- ✓ Do I have overhead pens handy?
- ✓ Do I have plenty of water?
- ✓ Have I ordered all equipment I need?
- ✓ Are my videos cued up?
- ✓ Do I have my "cheat sheets?"
- ✓ Have I checked and rechecked my sound system?
- ✓ Do I have extra batteries for my microphone?
- ✓ Do I have business cards?
- ✓ Are there communication barriers?
- ✓ Have I practiced getting up and down off of the podium?
- ✓ How far am I from the audience? (6')
- ✓ How far are they from each other?
- ✓ Are the rows more than 3' apart'!
- ✓ Is there a phone in the room? (Did [unplug it?])
- ✓ Does the staff know when/how to interrupt me?
- ✓ Do I have a system in place for taking participant messages and handling them at breaks?

