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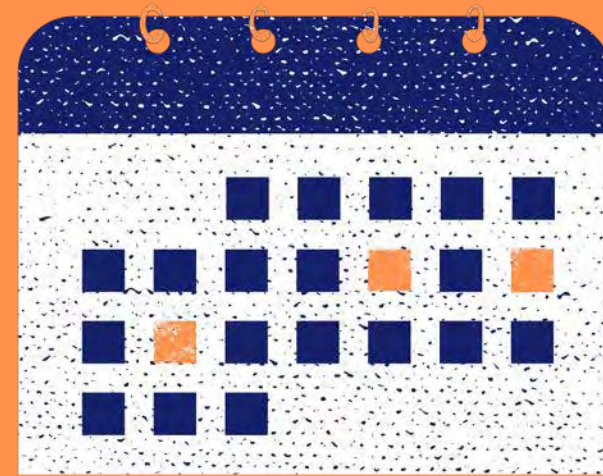
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Find Your Voice: Best Practices on Public Speaking

Date: 12/18/2020

Presented By

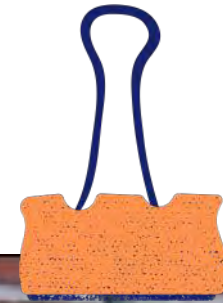
Presenter Name:

Kiersten Baer

- **Online Marketing Coordinator**
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Presented By



Background: **Kiersten Baer**

- **Online Marketing Coordinator-ICSPS**
- **B.S. Public Relations Illinois State University**
- **M.S. Communications Illinois State University**
- **Instructor of Public Speaking 101 and Communication as Critical Inquiry**

at Illinois State University and Richland Community College


Poll

 Which form(s) of communication are you most comfortable with?

- Telephone/electronic communication
- Face-to-face communication?
- Meetings/group communication
- Presentations/single communication?



Poll

 You are told by your supervisor you have 5 minutes to prepare for an impromptu presentation to the OET management team about a current project your supervisor assigned you a week ago. How do you feel mentally/physically? (check all that apply)

- Nervous
- Anxious
- Unprepared
- Increased heart rate
- Sweaty Palms
- Racing Thoughts



Communication

Apprehension



Communication apprehension is the level of anxiety triggered by the real or anticipated communication act, as defined by McCroskey. The fear of judgment from the audience and self-image is what fuels the anxiety.



Natural

Nervousness

-  The key to finding your voice is embracing your nerves
- Nerves keep you focused
 - Keep you from procrastinating

"The argument is that anxiety and excitement are actually very, very close, but anxiety and calmness are too far apart."



Pre-performance

Rituals

 According to Brooks, "focusing on excitement *increases performance.*"

 Telling people to calm down is actually counterproductive



Pre-performance

Rituals

 *Pause & Breathe*

 *Remind yourself why you care*

 *Visualize the entire presentation*


 *Listen to a song that gives you positive energy*




Management Strategies



 Reality Testing (cognitive restructuring)

 Selective Relaxation (systematic desensitization)

 Visualization

 Skills Training

Reality

Testing/Cognitive

Restructuring



Brainstorming the worst scenarios
and restructuring your thinking



What if my PowerPoint fails?
What if I forget my outline?
What if I have a panic attack?

Selective Relaxation/ Systematic Desensitization



Listening to music, deep breaths, episode of Netflix, exercise something physical and restructuring your thinking



What is something you have found to be effective?



Visualization

 Visualize giving a great speech with confidence and authenticity





Skills Training



Professional Development

Audience Analysis

Practice Presentation

Prepare for Virtual Presentations

Poll



Have you ever presented during a meeting, especially virtually, and felt like no one is paying attention? No one is listening?

- Yes, all the time
- Sometimes, depends on my audience
- No, never



Listening & Engagement

 Presentations are a two way street- Engagement

 Count to 7 in your head virtually

 Stop & Listen

 People on the call are REAL people

 Collectively Digestive



Listening

“You can have the best message in the world, but the person on the receiving end will always understand it through the prism of his or her own emotions, preconceptions, prejudices, and preexisting beliefs.”

Listening

“It’s not enough to be correct or reasonable, or even brilliant. The key to successful communication is to take the imaginative leap of stuffing yourself into your listen’s shoes to know what they are thinking and feeling in the deepest recesses of their mind and heart. How that person perceives what you say is even more real, at least in a practical sense, than how you perceive yourself.” –Frank Luntz, *Words That Work: It’s Not What You Say, It’s What People Hear.*

Adapt to your Audience

 Relevance

 Intensity






 Contrast

 Repetition



Analyze your Audience



-  Consider the knowledge level of the audience- complete an audience analysis
-  Consider the time of day
-  Consider closing remarks-- Primacy/Recency Effect
-  Consider the Audience's Makeup & Perspective
-  Be audience-centered- Use Empathy

Analyze your Audience: Game

Plan



Have I considered the demographic factors of my audience and strategized the best approach for my speech?



Do I have a good understanding of my audience's values, beliefs, and attitudes toward my topic and my audience's perception of me as the speaker?



Do I understand the purpose of my presentation, and I know what my audience expects of me?

How does the Audience Perceive you?



What's your Ethos level? Credibility level? Initial, Derived, Terminal?



If you believe the audience doesn't acknowledge your authority to speak on a topic?




What your audience thinks of you could change the way they respond to your message.




What if you know audience members don't look favorably on you?

Adjust to your Speaking

Situation

 When you have to deliver a presentation in person? Do you go get the presentation room ready? Set up your slides? Make sure each attendee has the materials they need?

 Don't forget to Spruce up Your Zoom Room too!

 Allow Interaction from the onset

- Polls
- Chat feature
- Breakout rooms

 • Don't be ashamed to use notes

 • Show your Camera & 'Dress for Success'

Time Management for Speakers

-  Data Dump
-  Every Minute Accounted
-  Hone Your Message
-  Brevity
-  Simplicity
-  Practice your Timing

<https://www.instituteofpublicspeaking.com/time-management-for-speakers/>



Expressing Ideas with Power & Conviction

-  Know your Audience
-  Keep it Simple
-  Emphasize Connection over Content
-  Be authentic
-  Diversify your Delivery
-  Be Prepared

Listening

“That’s been one of my mantras—focus on simplicity. Simple can be harder than complex; you have to work hard to get your thinking clean to make it simple.” –Steve Jobs

“Tell me and I forget, teach me and I may remember, involve me and I learn.”
–Benjamin Franklin

Success is not final, failure is not fatal; it is the courage to continue that counts.”--Winston Churchill

“Whether you think you can or whether you think you can’t, you’re right.” –
Henry Ford

Resources: Books

- Art of Public Speaking-Dale Carnegie
- The Quick and Easy Way to Effective Speaking-Dale Carnegie
- How to Develop Self-Confidence & Influence People by Public Speaking- Dale Carnegie
- Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds-Carmine Gallo
- Confessions of a Public Speaker- Scott Berkun
- Presentation Zen: Simple Ideas on Presentation, Design, & Delivery- Garr Reynolds
- Resonate: Present Visual Stories that Transform Audiences-Nancy Duarte
- Made to Stick: Why Some Ideas Survive and Others Die- Chip and Dan Heath

Resources: Articles

- [To Overcome Your Fear of Public Speaking, Stop Thinking About Yourself](#)
- [7 Principles of Effective Public Speaking](#)
- [Better Public Speaking: Becoming a Confident, Compelling Speaker](#)
- [Adapting to Your Audience](#)
- [Adapting to Your Audience](#)
- [Adjust to Your Speaking Situation](#)
- [Presentation Management Strategies](#)
- [Overcoming Communication Apprehension](#)
- [Better Expressing Ideas with Power and Conviction](#)

Resources: Podcasts

- [The Speakers Secrets](#)
- [The Speaking Show with David Newman](#)
- [The Speaking Club: Mastering the Art of Public Speaking](#)
- [Fearless Presentation](#)
- [No Sweat Public Speaking!](#)
- [2- Minute Talk Tips](#)

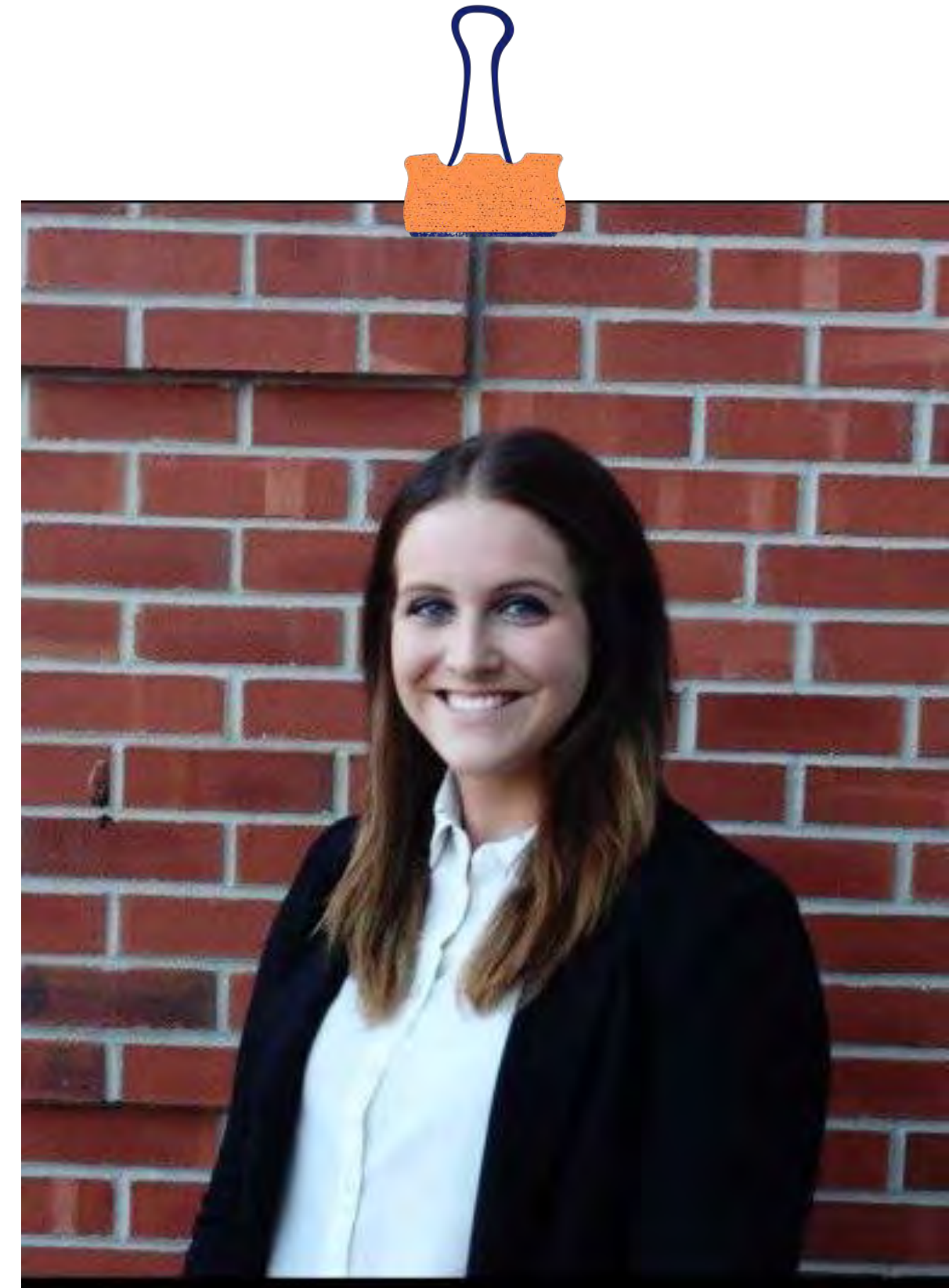
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Questions?