What Do You Think About Speaking?

“Feel the fear and do it anyway.”
- Susan Jeffers

“A speaker who does not strike oil in ten minutes should stop boring.”
- Louis Nizer

“The human brain starts working the moment you are born and never stops until you stand up to speak in public.”
- Anonymous
Today’s Lineup

We will discuss the following today:
- Knowing thy audience
- Preparing to win
- Winning stage presence
- Practicing “perfection”
- Mastering interviews and Q&A
- Wowing councils and elected officials
- Positive sales pitches
- Maximizing your 30 seconds of fame
Definitions

“Called by many names—stage fright, speech anxiety, shyness, fear of speaking, performance anxiety, and speech phobia—fear of public speaking can have a negative effect on careers and the ability to get things done.”

- Phobias Cured
Tip #1: Know Thy Audience

- You like me! You really do!
- Is it live or Memorex?
- Research vs. stories
- Do they like to take notes or get notes?
- PC is the key
Group Therapy

- Discussion leader per table
- Write up to 3 topics a CEAM member can discuss
- Write up to 3 audiences a CEAM member can talk to
Tip #2: Prepare to Win!

- Do your research/gather your stories
- Write an outline: body, opening, closing
- Use rule of three
- Make it legible
- Follow Forrest Gump
- Slides: use text or graphics?
Tip #3: Winning Stage Presence

- The eyes have it
- Pure energy
- Gotta hand it to you
- To note or not to note
- All the world’s your stage
Tip #4: Practice Makes “Perfect”

- Give your speech or presentation to yourself
- Run it by a friend or two
- Do a dry run in front of a group (like Toastmasters!)
- Try smaller forms of speaking, too: interviews, editorials, etc.
Exercise Time: Koosh Ball Hijinks
Tip #5: Mastering Interviews and Q&A

- Never let them see you sweat
- Humor and humility go a long way
- Never wing it - prepare for success
- Message is key: shape it and stick to it
- Give take-aways (sound bites)
Tip #6: Wowing Councils and Elected Officials

- Are they smarter than a 5th grader?
- KISS
- Story time and examples
- Executive summaries
- Make the main thing the main thing
- WWTD
Tip #7: Positive Sales Pitches

- Listen before you sell
- Draw them in at the start
- KISS (yes, that again!)
- Give right amount of options
- Help them visualize your ideas as reality
- Slip in a little drama - not too much
- End with specific call to action
30 Seconds of Fame

- Open with a bang or pop
- Let them talk with you
- Let them practice what you preach
- Leave them wanting to love, laugh or learn
Epilogue

- Don’t let fear paralyze you
- Practice with colleagues
- They need what you have
- Never give up stage time - speak every time you’re asked
Where Can I Practice?

Consider joining a Toastmasters club to sharpen your skills:

For Toastmasters locations near you, meeting days and times, go to www.d6tm.org/FindClub

For more information about Toastmasters, go to www.toastmasters.org
WHAT IS THE QUESTION?