



SAYING IT SUCCINCTLY AND SUCCESSFULLY

Tantalizing Technical Talking

by Keith Hardy, Tod Sherman and
Jim Studenski

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

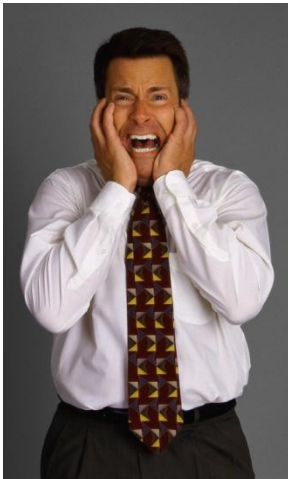
We will discuss the following today:

- ◉ 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



Fear

Public Speaking



Empowered

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



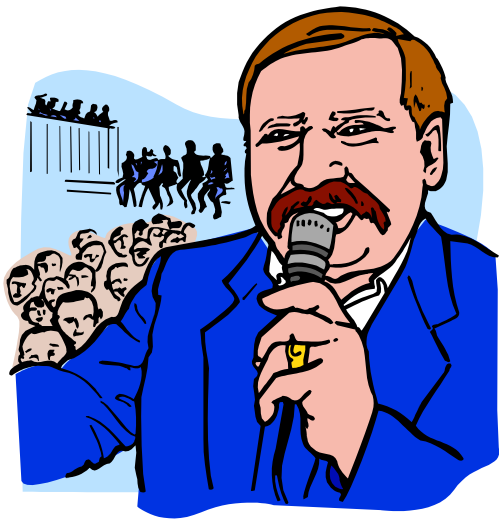
- Are they smarter than a 5th grader?
- KISS
- Story time and examples
- Executive summaries
- Make the main thing the main thing
- WWTD

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?

