

Speaking Effectively

You're a Friendly Professional, Not a Professional Friend

Treat a chance to present a topic, as a chance to present yourself
Your friends will still like you afterwards,
even if you adopt a more formal tone
The people who don't know you, don't know you
Speak like David Childs is in the audience
Lose the quirky mannerisms that are so charming to those who do know you
It is better to be more formal, practiced & professional,
even in a casual crowd

"Like" You've got to Lose "Um" and "Uh," "You Know," "OK," and "Like"

Pretend you're in moot court, not the high school cafeteria
Observe your use of these fillers or enlist a friend to signal your use
Practice dramatic pauses as a substitute

Make Yourself Clear

Don't drop your volume at the end of a sentence
Don't jumble your words, "dunno," "wanna," "probly"
Move your mouth when you speak
Practice with the mike

Slow Down

Say "one-two" between phrases, sentences & items in a list
Breathe

Speed Up

Lose the extra waffle words
Don't use a draggy pace, watch your audience's eyes

Make Yourself Heard

Pretend you're speaking to the back wall
Use a relaxed, open throat, breathe from the abdomen & keep your mouth open

Lower the Pitch

Say "uh-huh" and match that pitch to see how low you can go
Your voice is higher than you hear

Reduce Nasality

Talk through your mouth, not your nose
Note the difference in "hi, hay, how" through your mouth & nose,
concentrate on your mouth

Sound Your Age

Resonate: fill up your mouth with your voice

Project power by visualizing filling a fat arrow extending 10' out
Stand up
Your voice is higher than you hear
Think Lauren Bacall, not Marilyn Monroe

Mean Business

Don't hedge: "You may not be interested, if it's ok..."
Don't qualify: "Kind of, sort of, just..."
Don't raise your pitch at the end of a statement if it's not a question.
Don't giggle
Don't squirm
Don't tilt your head
Don't wave your arms
Stand up straight, take up space
Don't lean on the lectern

Work Through Your Nerves

Minimize physical reactions
 Avoid caffeine
 Eat something, but not too much
 Don't drink alcoholic beverages
Overprepare the first minute, so you can begin confidently
Rehearse in front of a mirror and look at yourself
Develop strategies for the worst case scenario

Remember: An audience will forgive nervousness, sweating, shaking,
dropping your notes
 But
 They won't forgive:
 Lack of preparation
 Signs you don't care that you're taking up their time

Using Notes

Even if you memorize, bring notes on a card to ensure you don't blank
Write/print big
Practice as if you had an audience to remember to look up
Use cues, not whole sentences;
Look down, scan, remember, look up
DON'T READ YOUR POWERPOINTS or your notes

Eye Contact Strategies

Make small talk before your speech with several people before your talk
Make contact with 1 person on the right, 1 in the middle, 1 on the left
Scan everyone for 1 minute
Make nose contact
Don't hide behind your hair

The key is to make everybody feel that you
are speaking to them individually.
Looking over the top of people's heads won't fool anyone.

If you're using a script

Use only top 3/4 of each page
Add accent marks or underlining to words/phrases
Practice hard words; where you falter, alter

Make sure your speech is sayable and hearable.
Don't talk taller than you are, "Fourscore"

Choreograph Your Hands

Don't wave them
Don't repeat the same gesture over & over
Don't wring, rub, cross your arms
Watch out for the urinal position
Don't mess with your glasses or hair

Do be conscious of your hand movements to punctuate thoughts
Do use a variety of deliberate hand movements
Do rest one hand on the desk and gesture with the other
Do reach out to the audience

Choreograph the Rest of Yourself

Don't pace
Don't sway

Know the Numbers

How much time will you have?
Time Your Speech. No speech should be longer than 20 minutes.
Force yourself to go all the way through it without breaks.
Have planned deletions or additions to adjust to time.
Have timing milestones & check against them as you go.
How many people will attend your speech?
How many other people are on the panel?
Contact panelists before the speech
to coordinate topic, avoid repetition
Determine how much time each panelist will have
Go first--don't go last.

Know Your Audience

How familiar is your audience with the topic?
Define all acronyms at least once

Using Powerpoints

Use them as a guide, not as your speech
Use them to highlight certain points
Use them to make boring lists available to the audience,
without you having to say them
DON'T READ THEM
Take a class on effective powerpoints
View "Death by Powerpoint"
<http://www.slideshare.net/thecroaker/death-by-powerpoint>

Tips & Techniques

Catch phrase, "The time for change is now," "Ready to Lead"
Dramatic pause
Personalize: Tie the issue back to the individual.
Tell 'em what you're going to tell 'em, tell 'em, tell 'em what you told 'em
Start with the conclusion; Answer the question, then answer it
KISS
Get in, get out
Don't get lost in the details--put them in your hand outs
What do I want to say, what does this speech have to do.

Pre-Speech Prep

Write your own introduction
Make sure the equipment works & your presentation is loaded
Check out the seating arrangement & adjust if necessary
Arrive before the preceding speech & note audience ambience,
adjust to room feng-shui
Make sure you have a back-up disk/thumbdrive in
case the materials you sent are lost
Ask to see hand-outs before they're handed out to catch copying mistakes

Put your notes in a folder (preferably a dark notebook) (not folded up)
Don't staple the papers together, remove the paper clip

Sit at the end of the row
Don't take your purse up to the podium
Look out for anything on which you might trip
on the way up to the podium & around it

Pour your glass of water before you start, if you're going to need it
Wear your microphone, if you can, so you can walk around
(If you're using a mike, take off your bracelets)
(Wear a lapel & skirt/pants to clip the mike & pack to)

If you have a choice of a podium or sitting down, choose the podium
Make sure the podium is low enough or you're tall enough
The podium will hide your shaking legs
If the choice is podium or no podium,
go no podium if you can carry your notes.

Control the tabletop microphone, not the water pitcher
Move the pitcher of water if it blocks your view of the audience
Don't put anything in your way that might spill

What Not to Wear

Business casual is not casual
Wear a jacket, not a sweater
Wear a suit, not your party outfit
Iron your shirt
Check your hem, buttons, collar, pockets: fix them
Understated jewelry, nothing jingly or clanky

No one heard Hillary the day she showed cleavage
Don't dress like a mortician: if wearing a black suit, wear something bright
Don't dress like you do every day, wear something special

If wearing a skirt, make sure audience can't see up it when sitting on the dais
If wearing a scarf, make sure it stays tied
Make sure you can stand in your heels, not trip, don't rock back on them

Don't wear the same outfit as you wore on the program photo,
on our website

Make sure your cellphone is turned off.

