

Public Speaking

Getting Involved 2005

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A Problem

- Before we start, can anyone work out what is wrong with this slide? Have a think about it and while you're thinking about it, see if you can listen to what I am saying. Do you think this slide is a visual aid, or has it become the centre of your attention and has this resulted in you losing focus on me? And aren't you sick of reading all of these words as well ... it's really easy to read slides like these, isn't it? So here's an early tip, don't ever use slides that look like this one, and think about your slides as being aids to your speech, to emphasise what you are saying, rather than letting them become the annoying centre of attention. And don't ever read directly from slides, your audience can do that for themselves. Well, I think that's about it for this slide, so now I'll have to work out what to do for the next slide. I think I might make the next one shorter and only use headlines. Waddyareckon?

The Keys

- Preparation
 - Preparation is all important. Without it, good public speaking is impossible
 - Irving Younger, US Lawyer, spend every available minute on preparation

Where do I start?

Key Concept or Theme

The key concept is the statement that answers the question, at the end of this speech, what do I want my audience to believe? While this will be connected to the topic of your speech, it is your theme, not the theme of others. You wouldn't have been asked to speak if no-one wanted to hear what **you** say about it.

Remember that speeches are supposed to persuade people. So you need to know what you want to persuade them about.

The speech outline

My theme

This is a statement of your key concept. Start by telling people what they will believe by the end of this speech

Who I am

You will need to establish why people should listen to you. What credentials do you bring that make you the right person to speak?

What I will be talking about

The points that will be covered within the theme. Provide an outline of the presentation that is to follow so that people know what they will hear and will know you are organised

The speech outline

Point 1, 2, 3, 4 ...

These are the things you will say that will help you to persuade people. What are the points that support your argument. What examples can you use. You can start and finish each point with the theme to connect the speech

Conclusion – my theme

It's time to restate your them to conclude the speech. Leave your audience with the knowledge that they have been persuaded.

Questions?

The key to answering questions is generally to answer using your theme

What to include

- **Passion & Emotion**
- **Examples**
- **Stories**
- **Metaphors**
- **Visions**

All of these factors will help to prove your point and keep the audience interested. They help to bring reality to what you say. They also help your audience to relate to your theme as they will feel similar emotions and know similar examples and stories.

A Course of Action

- Suggested solution to the problem
- What to do to find out more
- A call to arms

Any form of persuasion is helped by getting the audience to persuade themselves. A speech can give them the vision but there is nothing like experience to persuade people. Create active audiences and let them persuade themselves.

What to exclude

- Details
 - Persuade your audience to find out more
 - Sell the sizzle, not the steak
- Personal attacks on others
- Long quotes
- Extensive references

The audience

- Speak to your audience
 - Who are they
 - Why are they here
 - What do they like
 - What do they believe now
 - What are they interested in
 - What are their characteristics

Location, location, location

- Scoping the room
- Creating an environment
 - Ownership of the space
 - Adaptability
 - Energy
- Talk to people, not to rooms
 - Eye contact
 - The crowd is on your side

Nervousness

Preparation is the key to overcoming your nervousness. But don't ever think that you will ever stand up in front of a crowd completely without nerves. You can use the nervous energy that you produce if you control it and don't let it control you.

There are all types of ways of overcoming nervousness, but unless you convince yourself that what you have to say is worthwhile and that the audience wants to hear what you have to say, the techniques aren't going to do much. Remember that you wouldn't be here if it wasn't worthwhile and nor would the audience.

But when it does get too much for you, stop, breathe and pick it up with your theme. Nobody minds you losing your way. Your audience is much more forgiving of your "errors" than you are.

Answering questions

- Theme
- Listen to the question
 - What is the core of the question
 - Is the question after detail or discussion
- Angles
 - Everybody comes from a different angle
- Preparation

Know when to stop

- Shorter is better
- KISS applies
- 3 for 5, 6 for ten, 8 for 20
 - Questions are all good, all the time
- Now for the example