



## The Art of Public Speaking

Dr. Tricia Nolfi

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### WORKING ON OUR CRAFT TODAY...



- We will review the intricate weaving of 6 elements that will ensure a successful speaking engagement
- We learn ways to make speeches, presentations, and trainings engaging and interesting
- We will discuss personal challenges and identify tips for success

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## YOUR COMMERCIAL

- Stand and introduce yourself to the person(s) next to you
  - Who are you?
  - Why does the group want to know you?
  - What amazing thing have you done?

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**THE ARTIST MUST CONCEPTUALIZE**

**Conceptualize:** to form a concept of; to interpret conceptually

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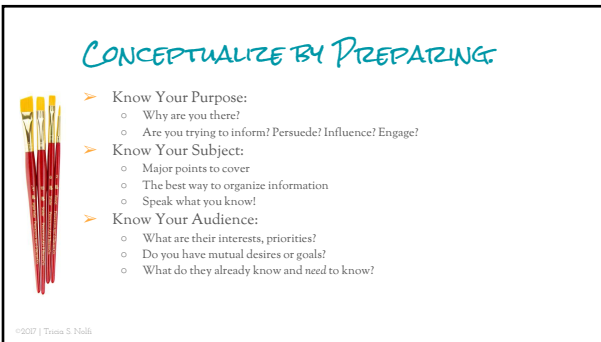
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**CONCEPTUALIZE BY PREPARING**



- Know Your Purpose:
  - Why are you there?
  - Are you trying to inform? Persuade? Influence? Engage?
- Know Your Subject:
  - Major points to cover
  - The best way to organize information
  - Speak what you know!
- Know Your Audience:
  - What are their interests, priorities?
  - Do you have mutual desires or goals?
  - What do they already know and need to know?

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**THE ARTIST MUST UNDERSTAND AESTHETICS**

**Aesthetic:** a set of principles underlying and guiding the work of a particular artist or artistic movement.

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# WHERE'S THE IMPACT?

What we say (words)

How we say it (tone, volume)

What are body says ('body language')

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## THE IMPACT OF COMMUNICATION



- > Varying forms of communication produces different impact. As a public speaker, you must understand these forms and how they interact and influence your success.
- > The belief is that **55%** of communication is **body language**, **38%** is the **tone of voice**, and **7%** is the actual **words spoken**. (Mehrabian & Wiener, 1967 and Mehrabian & Ferris, 1967). Therefore, when speaking in public, your audience will most likely initially hone in on your body language and the way you are speaking rather than your actual words.
- > The masterful speaker will know how to take advantage of body language and tone to draw attention to words.

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## THE ARTIST MUST ILLUSTRATE

**Illustrate:** to make clear; to provide with visual features intended to explain or decorate

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"CREATING DESIRE IN THE AUDIENCE AND THEN SHOWING HOW YOUR IDEAS FILL THAT DESIRE MOVES PEOPLE TO ADOPT YOUR PERSPECTIVE. THIS IS THE HEART OF STORY."

Nancy Duarte, CEO Duarte

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## CRAFTING YOUR PRESENTATION



- How do you start preparing?
- Three parts of the presentation: Verbal (explain, share), Support (visuals, materials), Demonstrate (practice, hands-on)
- The outline should clearly have a beginning, middle and end...just like a story.
- Considering timing
  - How much time do you have?
  - Is it expected for the audience to ask questions or engage in conversation during your presentation?
- Label actions on your outline such as 'pause,' 'ask audience for ideas,' or 'gesture.'

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## THE ARTIST MUST PRACTICE REFINEMENT

**Refinement:** the action or process of refining; intended to improve or perfect

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## REFINING YOUR PRESENTATION



- Practice your presentation, including timings if you are using visual aids
- Be aware of body movements and language when practicing
- Anticipate questions from the audience. Prepare answers, resources, or suggestions for follow up.
- Tips for remembering content:
  - Note cards
  - SlideDeck Tools (Presentation View on computer, Notes view)
  - Script
  - Memorization!
- How do some of you prepare?

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## THE ARTIST MUST CRITIQUE

**Critique:** an act of criticizing;  
a critical estimate

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## DAY OF: ARE YOU READY?



- It's important to arrive early and conduct a critical assessment
- Allow plenty of time for setup...mentally and physically!
- Before you start:
  - Check the facility
  - Check the room setup/lighting/sound
  - Check the computer equipment
  - Check the materials
  - Develop a "Plan B"

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**THE ARTIST MUST EVOKE & ENGAGE**

**Evoke:** to bring to mind or recollection; to re-create imaginatively

**Engage:** to hold the attention of; to induce to participate

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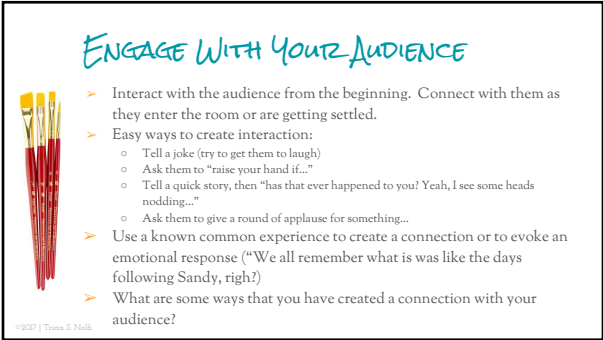
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**ENGAGE WITH YOUR AUDIENCE**

- Interact with the audience from the beginning. Connect with them as they enter the room or are getting settled.
- Easy ways to create interaction:
  - Tell a joke (try to get them to laugh)
  - Ask them to "raise your hand if..."
  - Tell a quick story, then "has that ever happened to you? Yeah, I see some heads nodding..."
  - Ask them to give a round of applause for something...
- Use a known common experience to create a connection or to evoke an emotional response ("We all remember what it was like the days following Sandy, right?")
- What are some ways that you have created a connection with your audience?

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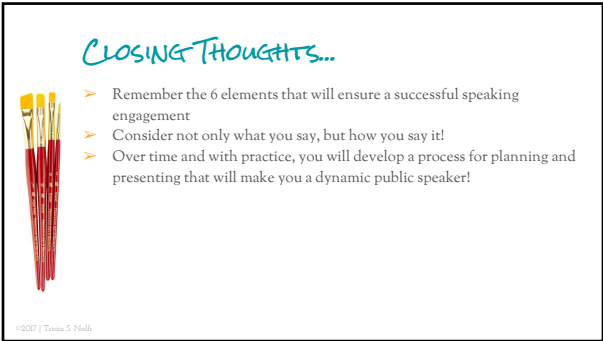
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**CLOSING THOUGHTS...**

- Remember the 6 elements that will ensure a successful speaking engagement
- Consider not only what you say, but how you say it!
- Over time and with practice, you will develop a process for planning and presenting that will make you a dynamic public speaker!

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# STAY CONNECTED

JOIN ME ONLINE!



@TriciaNolli



IdeasThatWork



Tricia Nolli

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