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

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?
The Artist Must Conceptualize

**Conceptualize**

to form a concept of; to interpret conceptually

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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

**Aesthetics**

a set of principles underlying and guiding the work of a particular artist or artistic movement.
Where's the Impact?

What we say (words)

How we say it (tone, volume)

What are body says ('body language')

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.

The Artist Must Illustrate

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

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.'

The Artist Must Practice Refinement

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

The Artist Must Critique

Critique: an act of criticizing; a critical estimate

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”
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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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 is was like the days following Sandy, right?”)

➢ What are some ways that you have created a connection with your audience?

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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!