

Public Speaking and Effective Presentation Models

A Purpose of the Workshop

You can deliver an outstanding presentation.

A Preview of the Workshop

In the next two hours—probably less than that by now—we’ll do four things:

1. _____
2. _____
3. _____
4. _____

One: Identify a Model

Think of the best presentations you’ve ever heard. What made them the best?

Yes. This is our model.

But how do we incorporate these qualities?

Two: Deal with the Fear

Fear is a *natural* part of any threatening situation.

Is this a bad thing?

So how to we *control* our fear?

Three suggestions:

1. _____
2. _____
3. _____

The Difference

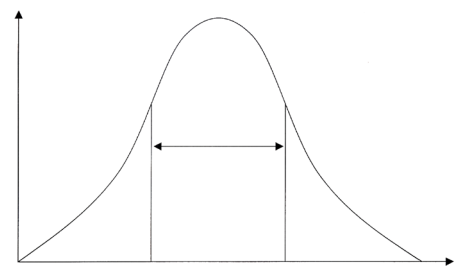
“The difference between success and failure is the ability to communicate clearly and effectively”

—Aram Bakshian, Jr., Ronald Reagan’s speechwriter

“As I listened to you speak a few moments ago, I understood more clearly than ever why you won in November, 1980, and I lost.”

—Jimmy Carter to Ronald Reagan, 1986

The Curve



“The task is not to get rid of the butterflies, but to teach them to fly in formation.”

—Cavett Robert, founder of the National Speaker’s Association

The Weights

Good ideas will survive poor gestures.

Perfect gestures will not save poorly thought-out ideas.

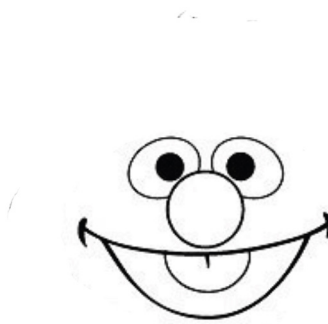
—Fred Bloggs

Some Examples of Clear Purpose Statements

“Carthage must be destroyed!”
—Marcus Portius Cato, 150 BCE

“I have a dream.”
—Dr. Martin Luther King, 1963

“Mr. Gorbachev, tear down this wall!”
—Ronald Reagan, 1987



The Magic Numbers: 3-2-5

If you can, organize your presentation with three supporting points.

You'll need a minimum of two points to support your purpose.

You'll lose your audience with more than five points.

Three: Prepare an Outstanding Presentation

Identify Your Purpose

All presentations will have one of two purposes:

- Action
- Information

There are *no* others.

The clearest presentations come with a purpose statement. A single, simple, declarative sentence.

Think of a presentation you have to give.

Now write—in a single, simple, declarative sentence—what you want your audience to *do* or *know*.

Develop Your Support

The brain is a wonderful tool. Use the right side of your brain to generate ideas. Use the left side of your brain to judge, select, and refine those ideas.

Now.

Use the right side of your brain to brainstorm the supporting ideas for your presentation. Use this space.

Now use the left side of your brain to judge your brainstormed ideas. Circle the three best ideas.

Organize Your Presentation

Consider this template. It represents your well-prepared, well-organized presentation:

Introduce Your Presentation

1. Grab their attention.
2. State your purpose.
3. Preview your points.

Walk boldly to the podium or the front of the room and start your presentation.

Confidence.
Strength.

Give Your First Point

1. State your point.
2. Support your point.
3. Summarize your point.

Address each of your points in order.

Neat. Well-organized. Easy to understand.

Conclude Your Presentation

1. Review your points.
2. Restate your purpose.
3. End well.

Get out of your presentation the same way you got into your presentation.

Just in reverse.
Just in reverse.

Now brainstorm ways to grab your audience's attention.

Identify the one you like best.

Four: Deliver an Outstanding Presentation

Make Your Message Clear

The *success* of your presentation depends on the *clarity* of your presentation. Four suggestions:

1. _____
2. _____
3. _____
4. _____

Talk *With*—Not *To*—Your Audience

Engage your audience in five steps:

1. _____
2. _____
3. _____
4. _____
5. _____

What might be the advantages of engaging?

Look Good

Appearance

Gestures

Movement

Wow End the Workshop

The time went by quickly.

Actually, we lied. The workshop doesn't end.

- _____
- _____
- _____