

Monday March 16, 2015

1:30pm – 5:00pm

Effective Presentations

Kurt Weiland, University of Utah Professional
Education

Effective Presentations

*Three Steps to Speaking
Faster, Better, Easier*

The**WorkBook**

A Tailored Workshop for the Utah Municipal
Clerks Institute and Academy



Legal Stuff

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We welcome your comments and
suggestions. Send them to—

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Bountiful, Utah 84010

Or call us at—

1 888 305 1155

or

1 801 296 1155

Thank you.

*This workshop is safe, taken as
directed.*

*Occasional side effects may include
uncontrolled itching, sneezing, and
barking.*

Some Background

The University of Utah: Professional Education

Welcome to Professional Education at the
University of Utah.

It’s an honor and a pleasure to work with the Salt
Lake professional community to deliver career and
professional advancement programs.

Regardless of our backgrounds, whether we’re
lawyers, doctors, CEOs, managers, or someone
considering a new profession, we hold one thing in
common: we seek to keep our minds keen and our
skills refreshed.

Professional Education at the University of
Utah offers many programs from our courses
and certificate programs, to our academies and
institutes, to our custom training and consulting
services.

We enjoy many partnerships in the community
to ensure we’re delivering the most-needed class
topics that are up-to-date and relevant for specific
industries and disciplines.

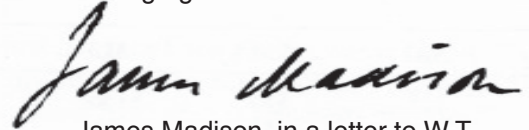
The Professional Education team knows your
time is valuable and remains committed to your
professional growth.

We hope you’ll continue your love of learning and
will find your time spent with us a transformative
experience.

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“Knowledge will forever govern ignorance, and a people who mean to be their own governors must arm themselves with the power which knowledge gives.”

A handwritten signature in cursive script that reads "James Madison".

—James Madison, in a letter to W.T. Barry, August 4th, 1822

Liberty's too precious a thing to be buried in books, Miss Saunders.

"Men should hold it up in front of them every single day of their lives and say: 'I'm free to think and to speak. My ancestors couldn't, I can, and my children will.'"

—Jefferson Smith (Jimmy Stewart) to Clarissa Saunders (Jean Arthur) in *Mr. Smith Goes to Washington* (Columbia Pictures, 1939)



Kurt Weiland
by Ruby Weiland

Some More Background

Kurt Weiland has worked with The University of Utah for many, many years. It all began back in 1850

He served for twenty-three years in the United States Army. He was an infantryman and a paratroop commander. He served as an Assistant Professor at the United States Military Academy at West Point.

He has a bachelor's degree from Brigham Young University, a master's degree from the University of Southern California, and a second master's degree from UCLA. He's written several books on leadership, planning, and communication skills.

Nearly forty-seven years ago (on June 4th, 1968), he married his college sweetheart, Kathy Lynne Waite.

They have six children and seventeen grandchildren: Joshua Frederick, Lindsay Nicole, Aubrey Lynne, Gabriella Louise, Kara Lynne, Tabitha May, Lincoln Joseph, Isabelle Rose, Ally Rose, Isaac Julius Kurt, Jace Hamilton, Vittoria Lynne, Ruby Kathryn, Olive Susan, Benjamin Delsy, Hallie Ann, and Lucy Piper.

Notice the number of granddaughters with the middle name of Lynne or Kathryn. That's a tribute to their grandmother Kathy Lynne.

First: Introducing the Workshop

Welcome to your *Effective Presentations* workshop.

We think you'll like it here.

We'll explore some ideas, we'll have some fun, and we'll learn a lot.

What Will We Do Here?

During this introduction to the workshop, we'll get an overview of the workshop.

What happens when.

Who's involved.

Where we'll go.

This is easy.

Turn the page for the overview.

"When Aeschines spoke, they said, 'How well he speaks.' But when Demosthenes spoke, they said, 'Let us march!'"

—Cicero called Demosthenes (384-322 BCE) "The perfect orator" ("The perfect speaker").

Quintilian called him *lex orandi* ("the standard of oratory").

The Challenge

“O, I cannot speak.”

— Richard, Duke of Gloucester, in
William Shakespeare’s
King Henry VI, Part III

*Richard later became King of
England; he was killed by rebels at
Bosworth Field.*

*In 2012, his remains were
discovered under a parking lot.*

Getting an Overview

The Materials

- *The WorkBook* (the one in your hand)
- The other material

The Workshop

- The schedule
- The administrative details
- The nature of the beast

The Roadmap

When you take a trip, it helps to know where you're going. (Alice discovered that. Notice the quotation on the right.)

We'll explore three major areas:

1. _____

2. _____

3. _____

During the workshop, though, you can ask whatever questions you want. Don't feel limited by the agenda. It's an open discussion.

You're among friends.

Alice and the Cheshire Cat

"Would you tell me please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where," said Alice.

"Then it doesn't matter which way you go," said the Cat.

—From Lewis Carroll's *Alice in Wonderland*

The Need

Human history becomes more and more a race between education and catastrophe.

—H. G. Wells

In Review

In this first part of the workshop, we learned what we're going to do in the workshop.

We identified where we're going to go.

What we're going to do.

That was easy.

What are your questions?

One: Planning Your Presentation

Do you remember the saying, “When you fail to plan, you plan to fail”?

So do we.

If you don’t plan your presentation, you’ll present a jumbled, rambling, incoherent mess.

And that’s being tactful.

In this part of the workshop, we’ll help you plan your presentation. We’ll explore three things:

1. **Identify your purpose.** Create a presentation. Generate a central idea.
2. **Develop your support.** Identify your evidence. Create your supporting ideas.
3. **Develop an introduction and a conclusion.** Get into your presentation. Get out of your presentation.

Comfortable?

Let’s go.

Planning and Effectiveness

A member of the cabinet congratulated Woodrow Wilson on his short speeches and asked him how long it took him to prepare.

He said, “It depends. If I am to speak ten minutes, I need a week for preparation; if fifteen minutes, three days; if half an hour, two days; if an hour, I am ready now.”

—Josephus Daniels, *The Wilson Era; Years of War and After*

A Porpoise Identify Your Purpose

Any of several gregarious aquatic mammals of the genus *Phocaena* and related genera, of oceanic waters, characteristically having a blunt snout and a triangular dorsal fin.

No. Not that.

What’s your purpose? Why are you speaking?

A basic question. If your presentation fails, it’s most likely because you never identified your purpose.

What’s Your Purpose?

The clearest presentations come with clear purpose statements.

Some purpose statements call for action:

“Carthage must be destroyed!”

—Marcus Portius Cato, 150 BCE

Others inform:

“I have a dream.”

—Dr. Martin Luther King, Jr., 1968

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

Everything—*everything*—in your presentation must support this single, clear, basic purpose statement.

Develop Your Support

You've got yourself a purpose.

Now, brainstorm your supporting points.

Brainstorming Notes

The Key

Good ideas will survive poor gestures.

Perfect gestures will not save poorly thought-out ideas.

—Fred Bloggs

The 3-2-5 Principle

If you can, build your presentation around three points. Three gives a sense of coverage, of completeness, of closure.

You'll need at least two points. Anything less seems shallow and undeveloped.

You'll lose your audience with more than five. "What? Seventeen? I'm outta here."

The Next Step

Develop your points.

Use stories, examples, specifics. Use simple and vivid language.

Measure the amount of development you need by the amount of time you have.

Next identify the points you want to use.

Circle the ideas. Add numbers. Draw lines between the circles. Connect things.

Now you've got yourself an outline.

Grab Their Attention

An introduction should generate interest in your presentation, not put your audience to sleep.

Consider these openings:

- Interesting statements or facts
 - Questions
 - Stories
- Relevant, clean humor

Avoid These Openings

- “I’m honored to be here.”
- “Hello. My name is”
- “I’m really nervous today.”
- “It’s been a great meeting.”

Zzzzzz.

Develop Your Introduction

Introductions have *mandatory* and *optional* functions.

An introduction *must* do these things:

1. Grab your audience’s attention.
2. State your purpose.
3. Preview your points.

An introduction *can* do these things

- Introduce yourself.
- Establish your credentials.
- Establish any ground rules.

I’ll grab their attention—

I’ll state my purpose (from page 10)—

I’ll preview my points (from page 11)—

Develop Your Conclusion

Conclusions have *mandatory* and *optional* functions.

A conclusion *must* do these things:

1. Summarize your points.
2. Restate your purpose.
3. Punch an ending.

A conclusion *can* do these things

- Announce what’s next.
- Ask for questions.

I’ll summarize my points—

I’ll restate my purpose—

I’ll punch an ending—

Let Your Conclusion Reflect Your Introduction

If you opened with a shocking statement, conclude by resolving that statement.

If opened with a question, conclude by answering that question.

If you opened with a story or a joke, conclude by referring back to that story or joke.

In Review

In this part of the workshop, we planned our presentation:

1. **We identified our purpose.** Our central idea. The key to our presentation.
3. **We developed our support** by brainstorming and selecting our supporting points.
4. **We developed an introduction and a conclusion.** We got in and we got out.

This was easy.

What are your questions?

Two: Preparing Your Presentation

As we discussed earlier, presenting involves three elements:

1. Planning
2. Preparing
3. Delivering

We've talked about planning your presentation. This next step is *preparing* your presentation.

Planning dealt with the thinking and the organizing that goes into a presentation.

Preparing deals with making the physical arrangements for your presentation.

Preparing includes three smaller parts:

1. **Prepare your notes**
2. **Prepare your visuals**
3. **Practice your presentation**

We'll discuss each of these parts in order.

Of course everything has been said that needs to be said—but since no one was listening it has to be said again.

—Fred Bloggs

The Problem

Listening to a speaker who reads his presentation is worse than listening to a CD or MP3.

You can't do it in your car.
—Fred Bloggs

Prepare Your Notes

Never, never, never, *never* read your presentation to your audience. Not ever. Ever.

What are some of the problems with reading your presentation?

1

Intro

"Book of Lists"—vacations, movies, fears

PP2—"Greatest Fears"

Ask for number six (death six, speaking one)

A Good Approach. Convert your text into notes. Notes eliminate the temptation to read your presentation. Notes are easier to work with.

My Introduction—

Several years ago, a book appeared on the best-seller lists entitled "The Book of Lists." In that book, the authors compiled a number of lists they thought their readers might be interested in. For example, they went to travel agents and asked them what the five most romantic vacation getaways might be. (Pause) They went to John Wayne and asked him what his ten favorite action movies were. (Pause) Then they went to psychologists and asked them what were the ten things that people feared most. (Put up transparency two: "Greatest Fears.") Now, we're in a workshop on speaking in public. What do you imagine was number six on that list? (Wait for a response.) Wrong! Public speaking was number one on the list. Death was number six. (Wait for reaction.) You can see how that would happen. You've heard people say—in fact, you've probably said it yourself— "Hey, I'd rather die than get up and speak in front of a group." Well, now you have proof that that's true. People are more afraid of speaking in public than they are of dying.

A Bad Approach. Don't read your presentation to your audience. The cost is too great. The problems are too many.

Prepare Your Visuals

Powerpoint is a critical part of any presentation.

Some argue against it, but we know of no alternative.

Powerpoint can energize your presentation—if you know how.

The Principles

1. _____

2. _____

3. _____

4. _____

Practice Your Presentation

Two of the best defenses against stress are preparation and practice. You've already learned to *prepare* an effective presentation.

Here are some *practice* techniques.

Try these steps first:

- _____

- _____

Try these steps next:

- _____

- _____

- _____

On Practice

That which we persist in doing becomes easier as we persist in doing it. Not that the nature of the task has changed, but that our ability to do it has increased.

—Ralph Waldo Emerson

In Review

In this part of the workshop, we *prepared* our presentation:

1. **We prepared our notes** to allow us to *speak* our presentation rather than *read* our presentation.
2. **We prepared our visuals.** Now they're clear, simple, and focused.
3. **We practiced.** We practiced silently and aloud, alone and before a mock audience. And it helped. We're better prepared now.

What are your questions?

Three: Delivering Your Presentation

You can learn to deliver great presentations.

It's something you can develop.

It's *not* something you have to be born with.

In this block, we'll explore the skills you'll need to present well. We'll divide the block into three parts:

1. **Understand fear and stress.** The gut-wrenching, stomach-churning, soul-shattering fear. The stress that turns your brain to mush.
2. **Present with credibility.** Look good. Move well.
3. **Engage your audience.** Talk with—not *at*—your listeners.

While we'll explore and exercise each of the skills, you'll need to *practice* the skills to become good at them.

Identify those areas you need work in, schedule the time, and practice the skills.

The Whole End

The whole end of speech is to be understood.

—Confucius

The Greatest Fears

Among the things that people fear are heights, insects, financial problems, deep water, sickness, death, flying, loneliness, dogs, darkness, elevators, and escalators.

But according to a survey conducted by the *Sunday Times* in London, what people fear most is speaking before a group.

— Amy Wallace and David Wallachinsky, *The Book of Lists*

Understand Fear and Stress

Gaining confidence and reducing stress is one of the reasons people take the workshop.

Understanding Fear and Stress

Fear and stress are a natural part of *any* threatening situation.

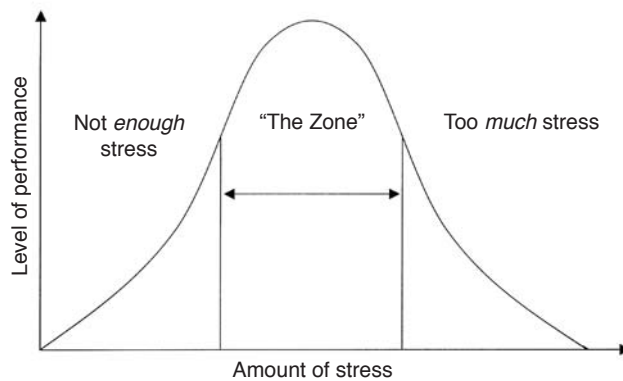
Whoops. Wait a minute. How is speaking a threatening situation?

Stress shows itself in several ways:

- Increased heart rate
- Increased breathing rate
- Increased perspiration
- Decreased skin temperature
- Dilated pupils

Now. Is this always a bad thing?

No. You perform better because you're stressed. You perform better because you're *excited*.



Stress and Performance. *You have an optimum stress zone that helps you perform.*

Making Fear and Stress Work for You

Because stress affects your mind and your body, deal with it mentally and physically.

Mental Techniques

- _____

- _____

- _____

Physical Techniques

- _____

- _____

- _____

The Numbers

Dr. Albert Mehrabian of UCLA believed communication has three parts: verbal, vocal, and visual.

His breakout is interesting:

Verbal _____

Vocal _____

Visual _____

Your reaction?

Present with Credibility

We have some suggestions about appearance, movement, eye contact, and voice.

But what do appearance, movement, eye contact, and voice have to do with *credibility*?

Some Suggestions

Appearance

Movement

Eye Contact

Voice

Mark Your Points

Listening is not reading.

A reader has titles and paragraphs.

Your listener doesn't.

You must guide your listener through your presentation—

With words.

With gestures.

With movement.

Otherwise, your listener gets lost:

I have no idea what this is about.

I have no idea where this is going.

I wonder what's for dinner?

Maybe tacos. I love tacos.

Talk With—Not To—Your Audience

Your presentation is an *exchange*.

You share messages with your audience, and they share messages with you.

You both grow and learn.

Asking Questions

- A. _____
- P. _____
- C. _____
- R. _____
- E. _____

Answering Questions

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

Watch for the Wiggle Factor

At a certain point, your audience may begin to wiggle. They'll shift in their chairs, look around, drum their fingers, or check their watches.

(The worst part is when they check their watches to see if their watches have stopped.)

This is your signal to change course emphatically, to get them involved, or to close the presentation and sit down.

In Review

In this part of the workshop, we examined presentation *delivery*.

1. **We dealt with the fear and the stress.** Fear and stress are a *natural* part of any situation. In fact, the fear and the stress can make us *better* speakers.
2. **We increased our credibility** with our appearance, movement, eye contact, and voice.
2. **We discussed talking with—not at—our audience.** Asking questions. Answering questions. Making the presentation an *exchange*.

And, once again, while we've explored and exercised the skills, you'll need to practice the skills to become good at them.

Identify those areas you need work in, schedule the time, and practice the skills.

Last: Ending the Workshop

The workshop is worthless unless it takes information back to the workplace.

That's right: *Worthless*.

We have some suggestions on how to take the information and the skills back to the workplace:

1. **We suggest** three ways to keep what you've learned in the workshop.
2. **We offer** a short bibliography for further reading.

For I am haunted night and day
By all the deeds I have not done.
O unattempted loveliness!
O costly valor never won!

—Marguerite Wilkinson (Canadian-American poet, 1883-1928)

Keep What We’ve Learned

1. _____

2. _____

3. _____

Some Background

We searched for and found these titles through Amazon.com on the internet.

You can check them out from your local library or order them through your local bookstore.

We’ve included the ISBN—the International Standard Book Number—or the ASIN—the Amazon Standard Identification Number—so you can track the titles down.

Continue to Learn

We encourage you to continue your learning.

We list here five books about speaking.

Check with your library, your bookstore, and the internet for more sources.

1. Carnegie, Dale. *The Quick and Easy Way to Effective Speaking*. Pocket Books: March, 1990. ISBN: 978 067 172 4009
2. Gallo, Carmine. *Talk Like TED: The Nine Public-speaking Secrets of the World’s Top Minds*. (Kindle Edition) St. Martin’s Press: March, 2014. ISBN: 125 004 1120
3. Karia, Akash. *Public Speaking: The Complete Bundle*. (Kindle Edition) Communication Skills Tips: July, 2014. ASIN: B00D4 AA9C2
4. Miler, Fred E. *No Sweat Public Speaking!* Fred Co.: February, 2011. ISBN: 978 098 439 6702
5. Osborne, Michael. *Public Speaking: Finding Your Voice*. Pearson Publishing: January 2011. ISBN: 9787 020 577 8447