

# *Say It With Effectiveness – The Essence of Public Speaking*

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Mark Twain once remarked that “it takes three weeks to prepare a good ad lib speech”. Regardless of one’s experience, this presentation is designed to help participants be better prepared and more confident to perform two critical phases of instruction – *preparation and presentation* - with enthusiasm and optimism, so that they will look forward to the next time they present again!

Utilizing techniques and principles from well-proven and grounded sources, this presentation is about presenting your ideas in memorable ways and will touch on some of the essentials of public speaking including preparation, language, voice, speech elements and coping with and combating stage fright.

Additionally, we’ll reveal a tried and true template for making your ideas “sticky”. What good are good ideas if no one can remember them?

This program is designed to help participants learn the principles of good public speaking, including, preparation, language, voice and presentation.

**Preparation** – The true key to success.

Prepare for the ear, not the eye.

Remember the four purposes for making a speech:

1. To *instruct*
2. To *inspire*
3. To *persuade*
4. To *entertain*

Think of your favorite speaker who spoke with these purposes, such as your favorite teacher, your minister, any good, effective sales person (such as the one who sold you a mink coat when you only went in the store to buy underwear) and your favorite entertainer. How do they do it?

Identify your purpose and select language strategy. Then plan, rehearse and present your presentation with your audience in mind.

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## Three Questions to get Inside Your Audience's Heads

- What is your message?
    - *Must* knows
    - *Needs* to know
    - *Nice* to know
    - We'll talk about these later
  - Why should they care?
    - Your audience must *feel* a personal connection.
  - What action do I want them to take?
    - Action requires stories.
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How do we get people to care about our ideas? We make them feel something. Research shows that people are more likely to make a charitable gift to a single needy individual than to an entire impoverished region. We are wired to feel things for people, not for abstractions. Sometimes, the hard part is finding the right emotion to harness. For instance, it's difficult to get teenagers to quit smoking by instilling in them a **fear** of the consequences, but it's easier to get them to quit by tapping into their **resentment** of the duplicity of Big Tobacco. (Heath & Heath, 2007) Instead of taking the analytical approach – a person can plan, would be able to, would experience the benefits of, etc, say “**you** will be able to have, plan, feel, play, relax, taste, experience”, and so on.

### Passion and Intensity

The artist Vincent Van Gogh once said “your profession is not what brings home your paycheck. Your profession is what you were put on this earth to do with such *passion* and *intensity* that it becomes your **calling**”. This presentation discusses the definitions of passion and intensity and offers perspective on how to apply their meaning to our existence.

- Passion is *conviction, desire* and *devotion*.
- Intensity is *strength, force* and *feeling*.

Without these six words, our lives and work are just occupying space and our speech is wasting the audience's time.

How do we get people to *act* on our ideas? We tell stories. Firefighters [and police officers, believe me] swap stories after every fire [and traffic stop or incident], and by doing so, they multiply their experience; after years of hearing stories, they have a richer, more complete mental catalog of critical situations they might confront, and the appropriate responses to those situations. Research shows that mentally rehearsing a situation helps us perform better when we encounter that situation in the physical environment. Similarly, hearing stories acts as a kind of mental flight simulator, preparing us to respond more quickly and effectively. The power of stories is two-fold: They provide simulation (knowledge about *how* to act) and inspiration (motivation *to* act). Both benefits, *simulation* and *inspiration*, are geared to generating action. Remember, a credible idea makes people **believe**. An emotional idea makes them **care**, but the right stories make people **act**. (Heath & Heath, 2007)

## Language

Mark Twain once remarked about the importance of selecting the right word. He said it's a lot like the "difference between the lightning bug and the lightning".

Use words that sound like you, not someone else. If you don't, you run the risk of coming across as insincere, and might speak over or beneath your audience.

Words are *spoken symbols*, and language is the order you put the words in to have *tactical meaning*.

Try to use the language of your listener – get to know something about your audience *before* you speak.

### *Picture Your Ideas –*

Use words that stir your listener's imagination – words that paint images for them.

If they see, they'll understand. One way to stimulate images is to express your ideas in the language of the senses – sight, hearing, smell, touch and taste.

Some examples:

1. Use "visual" words like jaundiced, snub-nosed, knock-kneed, red-eyed, freckle-faced, flashing, glowing, grimy and sparkling.
2. Use "movement" words like slide, dash, steal, vault, plunge and surge.
3. Use words that suggest sounds like splash, clatter, sputter, drone.
4. Use "touching" and "feeling" words like cold, icy, hot, smooth, greasy, slippery, slimy, rough.

Plus, under pressure, you are a bit tense and nervous, right? So you start using a lot of big, impressive-sounding words. You're really rolling along until someone asks you the meaning of one of those words you're using. Stunned and off you timing, you can't recall the meaning which makes you panic. You are using a word whose meaning you don't know? How does this make you look?

To prevent this problem, keep it simple! Be yourself. You'll feel much better.

## Voice

When preparing, practice using a voice that sounds like a one-sided conversation. Choose your words accordingly.

- Keep sentences short and simple.
- Use normal contractions when you speak – examples?
- Make use of verbal “instant replays” to restate main points. Stay tuned to your audience’s non-verbals – they’ll let you know how you’re getting through!
- Try to avoid the use of technical jargon. When necessary, offer an explanation in terms of common reference. Pitfalls are dangerous – remember, acetic acid is really just strong vinegar. Which sounds better to the audience?
- Never underestimate the power of *enthusiasm!*

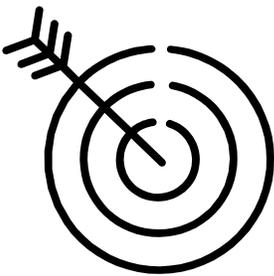


## Elements of a Speech

1. Introduction
2. Body
3. Conclusion - What goes where and why?

Cluster your ideas by:

- ✚ **Must know**
- ✚ **Needs to know**
- ✚ **Nice to know**



## Techniques of Combating Stage Fright

1. Nervousness is normal.
2. Nervousness and anxiety are positive and constructive forces that can help us perform better.

3. Proper preparation is the key to success.

Remember the importance of eye contact. How can you practice?



## Summary

Remember the power of your own enthusiasm. Prepare with your audience in mind. Relate your material to them, and what you have in common. Select the right language and rehearse it so that it sounds like *you*. Then, tell your story.

One final word: On public speaking, writer/director Woody Allen once said, “80% of success is just showing up”. Good luck!

## 10 Tips for Public Speaking

**Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental.**

Here are some proven tips on how to control your butterflies and give better presentations:

1. **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won’t easily forget what to say.
2. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
3. **Know the audience.** Greet some of the audience members as they arrive. It’s easier to speak to a group of friends than to strangers.
4. **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
5. **Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. (“One one-thousand, two one-thousand, three one-thousand. Pause. Begin.) Transform nervous energy into enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They’re rooting for you.
8. **Don’t apologize** for any nervousness or problem – the audience probably never noticed it.
9. **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.

10. **Gain experience.** Mainly, your speech should represent *you* — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

### Visit a Toastmasters meeting!

Toastmasters groups meet in the morning, at noon, or in the evening in communities and corporations all over the world. No matter where you live, work or travel, you'll likely find a group nearby. Please visit [www.toastmasters.org](http://www.toastmasters.org) for more information.

## 10 Biggest Public Speaking Mistakes

How come intelligent, business-savvy people end up boring their audiences? They fail to recognize that public speaking is an acquired skill that improves with practice and honest feedback. Speaking for 20 minutes before the right group of people can do more for your career than spending a year behind a desk!

Rob Sherman, an attorney and public speaker in Columbus, Ohio, says in an article in the *Toastmaster* magazine to avoid these mistakes:

- **Starting with a whimper.** Don't start with "Thank you for that kind introduction." Start with a bang! Give the audience a startling statistic, an interesting quote, a news headline – something powerful that will get their attention immediately.
- **Attempting to imitate other speakers.** Authenticity is lost when you aren't yourself.
- **Failing to "work" the room.** Your audience wants to meet you. If you don't take time to mingle before the presentation, you lose an opportunity to enhance your credibility with your listeners.
- **Failing to use relaxation techniques.** Do whatever it takes – listening to music, breathing deeply, shrugging your shoulders – to relieve nervous tension.
- **Reading a speech word for word.** This will put the audience to sleep. Instead use a "keyword" outline: Look at the keyword to prompt your thoughts. Look into the eyes of the audience, then speak.
- **Using someone else's stories.** It's okay to use brief quotes from other sources, but to connect with the audience, you must illustrate your most profound thoughts from your own life experiences. If you think you don't have any interesting stories to tell, you are not looking hard enough.
- **Speaking without passion.** The more passionate you are about your topic, the more likely your audience will act on your suggestions.
- **Ending a speech with questions and answers.** Instead, tell the audience that you will take questions and then say, "We will move to our closing point." After the Q and A, tell a story that ties in with your main theme, or summarize your key points. Conclude with a quote or call to action.
- **Failing to prepare.** Your reputation is at stake every time you face an audience – so rehearse well enough to ensure you'll leave a good impression!
- **Failing to recognize that speaking is an acquired skill.** Effective executives learn how to present in the same way they learn to use other tools to operate their businesses.
- **For more outstanding information, please visit [www.toastmasters.org](http://www.toastmasters.org)**

resources that inspired this presentation include:

1. Toastmasters International, [www.toastmasters.org](http://www.toastmasters.org)
2. **10 Simple Secrets of the World's Greatest Business Communicators**, by Carmine Gallo, Sourcebooks, Inc., Naperville, Illinois, 2006.
3. **Made to Stick – Why Some Ideas Survive and Others Die**, by Chip Heath and Dan Heath, Random House, New York, New York, 2007
4. “How to Make a Speech”, by George Plimpton, for the International Paper Company, New York, New York, 1979.

### **Presenter Information**

J. Mark Warren is a Training Consultant and former employee with the Texas Association of Counties. His presentations convey a message of inspiration, motivation and new direction. They revolve around leadership, interpersonal communication and relationship skills, workplace diversity and professionalism, bridging the generations and customer service excellence. Warren worked with the TAC Leadership Program and served as the coordinator of its leadership training from 2002 and the TAC County Best Practices Program from 2009 to 2015. After graduating from St. Edward's University in 1977, he spent 23 years with the Texas Department of Public Safety, retiring in 2000 as the assistant commander of the Training Academy in Austin.

From 2015 to 2017, Warren presented a series of presentations on verbal de-escalation with the Texas Police Association for the Department of Public Safety to law enforcement and criminal justice professionals across Texas.

For more information on Warren's presentations, please visit, [www.county.org/Special-Presentations](http://www.county.org/Special-Presentations) or [www.jmarkwarren.com](http://www.jmarkwarren.com) .

