

## Speaking Effectively

### **You're a Friendly Professional, Not a Professional Friend**

Treat a chance to present a topic, as a chance to present yourself  
Your friends will still like you afterwards,  
    even if you adopt a more formal tone  
The people who don't know you, don't know you  
Speak like David Childs is in the audience  
Lose the quirky mannerisms that are so charming to those who do know you  
It is better to be more formal, practiced & professional,  
    even in a casual crowd

### **"Like" You've got to Lose "Um" and "Uh," "You Know," "OK," and "Like"**

Pretend you're in moot court, not the high school cafeteria  
Observe your use of these fillers or enlist a friend to signal your use  
Practice dramatic pauses as a substitute

### **Make Yourself Clear**

Don't drop your volume at the end of a sentence  
Don't jumble your words, "dunno," "wanna," "proably"  
Move your mouth when you speak  
Practice with the mike

### **Slow Down**

Say "one-two" between phrases, sentences & items in a list  
Breathe

### **Speed Up**

Lose the extra waffle words  
Don't use a draggy pace, watch your audience's eyes

### **Make Yourself Heard**

Pretend you're speaking to the back wall  
Use a relaxed, open throat, breathe from the abdomen & keep your mouth open

### **Lower the Pitch**

Say "uh-huh" and match that pitch to see how low you can go  
Your voice is higher than you hear

### **Reduce Nasality**

Talk through your mouth, not your nose  
Note the difference in "hi, hay, how" through your mouth & nose,  
    concentrate on your mouth

### **Sound Your Age**

Resonate: fill up your mouth with your voice

Project power by visualizing filling a fat arrow extending 10' out  
Stand up  
Your voice is higher than you hear  
Think Lauren Bacall, not Marilyn Monroe

### **Mean Business**

Don't hedge: "You may not be interested, if it's ok..."  
Don't qualify: "Kind of, sort of, just..."  
Don't raise your pitch at the end of a statement if it's not a question.  
Don't giggle  
Don't squirm  
Don't tilt your head  
Don't wave your arms  
Stand up straight, take up space  
Don't lean on the lectern

### **Work Through Your Nerves**

Minimize physical reactions  
    Avoid caffeine  
    Eat something, but not too much  
    Don't drink alcoholic beverages  
Overprepare the first minute, so you can begin confidently  
Rehearse in front of a mirror and look at yourself  
Develop strategies for the worst case scenario

Remember: An audience will forgive nervousness, sweating, shaking,  
dropping your notes

But

They won't forgive:

Lack of preparation

Signs you don't care that you're taking up their time

### **Using Notes**

Even if you memorize, bring notes on a card to ensure you don't blank  
Write/print big  
Practice as if you had an audience to remember to look up  
Use cues, not whole sentences;  
Look down, scan, remember, look up  
DON'T READ YOUR POWERPOINTS or your notes

### **Eye Contact Strategies**

Make small talk before your speech with several people before your talk  
Make contact with 1 person on the right, 1 in the middle, 1 on the left  
Scan everyone for 1 minute  
Make nose contact  
Don't hide behind your hair

The key is to make everybody feel that you  
are speaking to them individually.  
Looking over the top of people's heads won't fool anyone.

### **If you're using a script**

Use only top 3/4 of each page  
Add accent marks or underlining to words/phrases  
Practice hard words; where you falter, alter

Make sure your speech is sayable and hearable.  
Don't talk taller than you are, "Fourscore ....."

### **Choreograph Your Hands**

Don't wave them  
Don't repeat the same gesture over & over  
Don't wring, rub, cross your arms  
Watch out for the urinal position  
Don't mess with your glasses or hair

Do be conscious of your hand movements to punctuate thoughts  
Do use a variety of deliberate hand movements  
Do rest one hand on the desk and gesture with the other  
Do reach out to the audience

### **Choreograph the Rest of Yourself**

Don't pace  
Don't sway

### **Know the Numbers**

How much time will you have?  
Time Your Speech. No speech should be longer than 20 minutes.  
Force yourself to go all the way through it without breaks.  
Have planned deletions or additions to adjust to time.  
Have timing milestones & check against them as you go.  
How many people will attend your speech?  
How many other people are on the panel?  
Contact panelists before the speech  
to coordinate topic, avoid repetition  
Determine how much time each panelist will have  
Go first--don't go last.

### **Know Your Audience**

How familiar is your audience with the topic?  
Define all acronyms at least once

## **Using Powerpoints**

Use them as a guide, not as your speech

Use them to highlight certain points

Use them to make boring lists available to the audience,  
without you having to say them

**DON'T READ THEM**

Take a class on effective powerpoints

View "Death by Powerpoint"

<http://www.slideshare.net/thecroaker/death-by-powerpoint>

## **Tips & Techniques**

Catch phrase, "The time for change is now," "Ready to Lead"

Dramatic pause

Personalize: Tie the issue back to the individual.

Tell 'em what you're going to tell 'em, tell 'em, tell 'em what you told 'em

Start with the conclusion; Answer the question, then answer it

**KISS**

Get in, get out

Don't get lost in the details--put them in your hand outs

What do I want to say, what does this speech have to do.

## **Pre-Speech Prep**

Write your own introduction

Make sure the equipment works & your presentation is loaded

Check out the seating arrangement & adjust if necessary

Arrive before the preceding speech & note audience ambience,  
adjust to room feng-shui

Make sure you have a back-up disk/thumbdrive in  
case the materials you sent are lost

Ask to see hand-outs before they're handed out to catch copying mistakes

Put your notes in a folder (preferably a dark notebook) (not folded up)

Don't staple the papers together, remove the paper clip

Sit at the end of the row

Don't take your purse up to the podium

Look out for anything on which you might trip  
on the way up to the podium & around it

Pour your glass of water before you start, if you're going to need it

Wear your microphone, if you can, so you can walk around

(If you're using a mike, take off your bracelets)

(Wear a lapel & skirt/pants to clip the mike & pack to)

If you have a choice of a podium or sitting down, choose the podium  
Make sure the podium is low enough or you're tall enough  
The podium will hide your shaking legs  
If the choice is podium or no podium,  
go no podium if you can carry your notes.

Control the tabletop microphone, not the water pitcher  
Move the pitcher of water if it blocks your view of the audience  
Don't put anything in your way that might spill

### **What Not to Wear**

Business casual is not casual  
Wear a jacket, not a sweater  
Wear a suit, not your party outfit  
Iron your shirt  
Check your hem, buttons, collar, pockets: fix them  
Understated jewelry, nothing jingly or clanky

No one heard Hillary the day she showed cleavage  
Don't dress like a mortician: if wearing a black suit, wear something bright  
Don't dress like you do every day, wear something special

If wearing a skirt, make sure audience can't see up it when sitting on the dais  
If wearing a scarf, make sure it stays tied  
Make sure you can stand in your heels, not trip, don't rock back on them

Don't wear the same outfit as you wore on the program photo,  
on our website

Make sure your cellphone is turned off.

