L.E.A.D
Find Your Voice: Best Practices on Public Speaking

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Presented By

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Background:
Kiersten Baer

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- B.S. Public Relations Illinois State University
- M.S. Communications Illinois State University
- Instructor of Public Speaking 101 and Communication as Critical Inquiry at Illinois State University and Richland Community College
Poll

Which form(s) of communication are you most comfortable with?

• Telephone/electronic communication
• Face-to-face communication?
• Meetings/group communication
• Presentations/single communication?
You are told by your supervisor you have 5 minutes to prepare for an impromptu presentation to the OET management team about a current project your supervisor assigned you a week ago. How do you feel mentally/physically? (check all that apply)

- Nervous
- Anxious
- Unprepared
- Increased heart rate
- Sweaty Palms
- Racing Thoughts
Communication Apprehension

Communication apprehension is the level of anxiety triggered by the real or anticipated communication act, as defined by McCroskey. The fear of judgment from the audience and self-image is what fuels the anxiety.

Natural Nervousness

The key to finding your voice is embracing your nerves
- Nerves keep you focused
- Keep you from procrastinating

"The argument is that anxiety and excitement are actually very, very close, but anxiety and calmness are too far apart."
Pre-performance Rituals

According to Brooks, "focusing on excitement increases performance."

Telling people to calm down is actually counterproductive.
Pre-performance Rituals

- Pause & Breathe
- Remind yourself why you care
- Visualize the entire presentation
- Listen to a song that gives you positive energy

Management Strategies

- Reality Testing (cognitive restructuring)
- Selective Relaxation (systematic desensitization)
- Visualization
- Skills Training
Brainstorming the worst scenarios and restructuring your thinking

What if my PowerPoint fails?
What if I forget my outline?
What if I have a panic attack?
Selective Relaxation/ Systematic Desensitization

Listening to music, deep breaths, episode of Netflix, exercise something physical and restructuring your thinking

What is something you have found to be effective?
Visualization

Visualize giving a great speech with confidence and authenticity.
Skills Training

Professional Development
Audience Analysis
Practice Presentation
Prepare for Virtual Presentations
Poll

Have you ever presented during a meeting, especially virtually, and felt like no one is paying attention? No one is listening?

- Yes, all the time
- Sometimes, depends on my audience
- No, never
Listening & Engagement

- Presentations are a two way street - Engagement
- Count to 7 in your head virtually
- Stop & Listen
- People on the call are REAL people
- Collectively Digestive
“You can have the best message in the world, but the person on the receiving end will always understand it through the prism of his or her own emotions, preconceptions, prejudices, and preexisting beliefs.”
Listenning

“It’s not enough to be correct or reasonable, or even brilliant. The key to successful communication is to take the imaginative leap of stuffing yourself into your listen’s shoes to know what they are thinking and feeling in the deepest recesses of their mind and heart. How that person perceives what you say is even more real, at least in a practical sense, than how you perceive yourself.” –Frank Luntz, Words That Work: It’s Not What You Say, It’s What People Hear.
Adapt to your Audience

- Relevance
- Intensity
- Contrast
- Repetition
Analyze your Audience

- Consider the knowledge level of the audience - complete an audience analysis
- Consider the time of day
- Consider closing remarks -- Primacy/Recency Effect
- Consider the Audience’s Makeup & Perspective
- Be audience-centered - Use Empathy
Analyze your Audience: Game Plan

Have I considered the demographic factors of my audience and strategized the best approach for my speech?

Do I have a good understanding of my audience's values, beliefs, and attitudes toward my topic and my audience's perception of me as the speaker?

Do I understand the purpose of my presentation, and I know what my audience expects of me?

https://us.sagepub.com/sites/default/files/chapter_4_gamble_the_public_speaking_playbook_3e.pdf
How does the Audience Perceive you?

What’s your Ethos level? Credibility level? Initial, Derived, Terminal?

If you believe the audience doesn't acknowledge your authority to speak on a topic?

What your audience thinks of you could change the way they respond to your message.

What if you know audience members don’t look favorably on you?
Adjust to your Speaking Situation

When you have to deliver a presentation in person? Do you go get the presentation room ready? Set up your slides? Make sure each attendee has the materials they need?

Don’t forget to Spruce up Your Zoom Room too!

Allow Interaction from the onset
- Polls
- Chat feature
- Breakout rooms

• Don’t be ashamed to use notes

• Show your Camera & 'Dress for Success'
Time Management for Speakers

- Data Dump
- Every Minute Accounted
- Hone Your Message
- Brevity
- Simplicity
- Practice your Timing

https://www.instituteofpublicspeaking.com/time-management-for-speakers/
Expressing Ideas with Power & Conviction

- Know your Audience
- Keep it Simple
- Emphasize Connection over Content
- Be authentic
- Diversify your Delivery
- Be Prepared

https://www.apa.org/monitor/2017/02/tips-speaking
Listening

“That’s been one of my mantras—focus on simplicity. Simple can be harder than complex; you have to work hard to get your thinking clean to make it simple.” –Steve Jobs

“Tell me and I forget, teach me and I may remember, involve me and I learn.” —Benjamin Franklin

Success is not final, failure is not fatal; it is the courage to continue that counts.”—Winston Churchill

“Whether you think you can or whether you think you can’t, you’re right.” —Henry Ford
Resources: Books

- Art of Public Speaking-Dale Carnegie
- The Quick and Easy Way to Effective Speaking-Dale Carnegie
- How to Develop Self-Confidence & Influence People by Public Speaking- Dale Carnegie
- Talk Like TED: The 9 Public-Speaking Secrets of the World’s Top Minds-Carmine Gallo
- Confessions of a Public Speaker- Scott Berkun
- Presentation Zen: Simple Ideas on Presentation, Design, & Delivery- Garr Reynolds
- Resonate: Present Visual Stories that Transform Audiences-Nancy Duarte
- Made to Stick: Why Some Ideas Survive and Others Die- Chip and Dan Heath
Resources: Articles

• To Overcome Your Fear of Public Speaking, Stop Thinking About Yourself
• 7 Principles of Effective Public Speaking
• Better Public Speaking: Becoming a Confident, Compelling Speaker
• Adapting to Your Audience
• Adapting to Your Audience
• Adjust to Your Speaking Situation
• Presentation Management Strategies
• Overcoming Communication Apprehension
• Better Expressing Ideas with Power and Conviction
Resources: Podcasts

• The Speakers Secrets
• The Speaking Show with David Newman
• The Speaking Club: Mastering the Art of Public Speaking
• Fearless Presentation
• No Sweat Public Speaking!
• 2-Minute Talk Tips
Presented By

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Questions?