



**SUCCESSFUL PUBLIC
SPEAKING**

OVERCOMING FEAR OF PUBLIC SPEAKING:

- Top rated fear for majority of people as 75% people suffer from speech anxiety
- This affects a person both mentally and physically

Feelings trigger fear:

- The psychological aspect presented by a research at UCLA and a study conducted by Edward E. Smith both confirm that the feeling of rejection basically trigger the fear of confronting the audience which results in physical pain.

Myths about fear of public speaking:

- public speaking being an inborn talent
- Fear of public speaking is negative and undesirable

WAYS TO TRANSFORM PUBLIC SPEAKING FEAR INTO EXCITEMENT:

- Deep breathing
- Shifting focus outwards
- Visualizing
- Focus on facts, not fears
- Building your speech on clarity, not complexity

COMPONENTS OF A SUCCESSFUL SPEECH:

- Success of any presentation rely upon how much the listener was able to grasp from the speech.
- Knowledge delivered by the speaker is not as important as the feedback of audience.
- Tools needed for successful speech are
 1. Importance of written material
 2. Degree of precision
 3. Role of verbal communication apart from written knowledge
 4. Role of non-verbal communication

SIGNIFICANCE OF NON-VERBAL COMMUNICATION

- Storytelling
- Body language
- Tone of voice
- Pauses
- Visual cues

STORYTELLING:

- **Definition :**

“A structured narrative account of real or imagined events that is widely used in public speaking as medium for sharing, interpreting and offering the content of the story to the listener

Importance of storytelling:

1. Hypnotic effect on listeners
2. Add a pinch of informality
3. Grabs attention
4. Create an atmosphere of trust and respect
5. Relieves tension

DO'S OF STORYTELLING:

- Story is relevant
- Story is short and simple
- Eliminate inconsequential details
- Pause at the interval of a story to emphasize on message
- Plot of story should have a message
- Elements of story are relevant
- Emphasize on adjectives and verbs to make a story interesting
- Use appropriate body language
- Learn story by heart

DON'TS OF STORYTELLING:

- Don't use more than two or three stories on the same topic
- Don't drag
- Don't use foreign terms or foreign experiences
- Don't use stories with too many characters

IMPORTANCE OF NON-VERBAL COMMUNICATION IN STORY TELLING:

Psychological findings have proved that 55% of the message is received by the audience through non-verbal communication.

- An effective body language includes:
 - a) Posture
 - b) Body placement
 - c) Arms
 - d) Facial expressions

TONE OF VOICE:

- As John Wayne says:
 “Talk low, talk slow, and don’t talk too much.”
- Tone of voice is a tool that reveals confidence , emotional state and attitude of speaker.
- Tone includes 33% of the transmitted message
- Rise and fall is needed
- Monotone should be avoided
- It emphasize the affect of vocal cues on the listeners
- Speakers tone should be expressive and hypnotizing

PARALANGUAGE:

- The vocal part of non-verbal communication is called para-linguistics.
- It includes:
 1. Pace (speed)
 2. Pitch (highness and lowness)
 3. Volume (loudness)
 4. Enunciation of vocal speech (in some cases)

SPEED PACE:

- Pace of the speech is the speed in which we say our thoughts out loud.
- 3 ways to improve speed pace
 1. Steady your breathing
 2. Focus on enunciation
 3. Reflect your pronunciation in the speech
- An average appropriate pace for speed for a speech is around 1000 words per seven minutes.

PITCH:

- Pitch is the replacement of voice on the musical scale ranging from high to low.
- Usually men speak in low pitch which is about 120Hz and women have pitch of 220Hz
- High pitch voices are unpleasant
- Variation of pitch during presentation is needed as it helps in,
 1. Avoid monotony and holds public interest
 2. Add color and excitement to the speech
 3. Make certain words less stand out
 4. Appear relaxed and confident

VOLUME :

- It refers to power of loudness of your voice.
- Volume should not be too high that it appears like one is shouting
- Volume should not be too low that listeners are not able to understand
- The rise and fall of volume shows stress and your emotions
- It is a medium of confidence

VISUAL AIDS:

- Visual aid should be relevant
- There are different types of visual aids
 1. Flip charts
 2. Overhead projectors
 3. Slide shows
 4. Handouts
 5. Props

DO'S OF VISUAL PRESENTATION:

- Details of slides are visible from every direction of room
- Visuals should be simple and clutter free
- Relevance to audience
- Use professional looking images having good quality
- Use fresh colors and visible fonts
- Use charts and graphs
- Use a laser pointer

DON'TS OF VISUAL AIDS:

- Don't turn your back to audience
- Do not read from your visuals
- Do not place more than one message on each slide
- Do not assume your images are self-explanatory
- Do not over-use colors and mix different fonts
- Do not wave the laser pointer all over the screen
- Do not use just information, make a point

THE THREE P'S OF A SUCCESSFUL SPEECH

- PREPARATION
- PRACTICE
- PERFORMANCE

PREPARATION

- **As Dale Carnegie says:**
 - “Only the prepared speaker deserves to be confident.”
- **A fluid speech is only the outcome of a preparation in which weeks of hardship is invested.**
- **Homework makes your classwork easy.**
- **Preparation include search, selection, understanding and learning of material.**

VITAL STEPS BEFORE SPEECH PREPARATION:

- For speech preparation one needs to have knowledge about
 - A. The audience: WHO is the speech written for?
 - B. The purpose: WHAT is the main objective of the speech?
 - C. The direction: HOW will the speech be presented

SMART SPEECH PREPARATION:

- It includes following steps:
 1. Select material
 2. Map out an outline
 3. Add humor and personality
 4. Revise your speech
 5. Tie the loose end together

PRACTICE:

- As Ivan Lendl rightly says:

“If I don’t practice the way I should, I won’t play the way that I know I can.”
- Practice includes following steps:
 1. Practice alone
 2. Practice in front of other people
 3. Do a final dress rehearsal

PERFORMANCE:

- Murphy's Law confidently states:
 “If something can go wrong it will.”
- A confusing state of optimism and pessimism
- Being optimistic will lead to possibilities of becoming something good
- Whereas pessimism will lead to either disaster or nothing.

TIPS FOR GOOD PERFORMANCE:

- Relax
- Greet audience
- Do not rush
- Make yourself be heard
- Face the audience
- Talk to people not at them
- Claim attention
- Answer any question
- Do not stick your hands in pocket
- Do not diminish or underestimate your audience
- Wrap up your talk
- Be confident
- Be flexible
- Be your best self
- Have fun
- Connect with people after presentation

THANK YOU