

Renovate Your Speaking Skills

**TIPS FOR PRESENTING WITH
POWER**

EVERYTHING YOU DO MATTERS

FACT: more people
fear PUBLIC SPEAKING THAN
SPIDERS, HEIGHTS, AND
even DEATH!



GLOSSOPHOBIA

The fear of Public Speaking

Public speaking is considered the greatest fear a person can have, even greater than the fear of death.

What Are We Afraid Of?



Overcoming the Fear



Assessing Yourself

assess YOURSELF

Which statement
best describes you?

I'm a
NOVICE

I'm just starting to
learn this and I
don't understand
it yet.

I'm a
PRACTITIONER

I can do this on my
own without
help.



I'm an
APPRENTICE

I can do this if
I get help or
look at an
example.



I'm an
EXPERT

I can do this on my
own and can
explain how
to do it.



HOW TO

create a great elevator pitch

TALK ABOUT...

- 1 the essentials (the basics about you)
- 2 the past + present (your past experience and what you've been up to lately)
- 3 the future (your longer term career goals)
- 4 the company "fit" (why you'd be great for that company + why you're interested)



HBS Elevator Pitch Builder

HARVARD | BUSINESS | SCHOOL

1

DESCRIBE WHO YOU ARE:

Keep it short. Hint: What would you most want the listener to remember about you?

Close  Tip X

Suggested Words (scroll through and click to add)

← endorsed

established

finest

foremost

inaugural

inceptive

key

leading

WHO

2

3

4

5

WHAT

WHY

GOAL

ANALYZE MY PITCH

All Done? ANALYZE MY PITCH

DO YOU KNOW THE RULES? HBS ALUMNI CAREER SERVICES

HBS Elevator Pitch Builder

HARVARD | BUSINESS | SCHOOL

1 2

DESCRIBE WHAT YOU DO:

Here is where you state your value phrased as key results or impact. To organize your thoughts, it may help to think of this as your tag line. Hint: this should allow the listener to understand how you or your company would add value.

Close  Tip X

Suggested Words (scroll through and click to add)

◀ key leading main original peerless pioneering predominant pre ▶

WHO

WHAT

3 4 5

WHY

GOAL

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DO YOU KNOW THE RULES? HBS ALUMNI CAREER SERVICES

All Done? ANALYZE MY PITCH ▶

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1

2

3

4

5

WHO

WHAT


WHY

GOAL

ANALYZE MY PITCH

DESCRIBE WHY YOU ARE UNIQUE:

Now it's time to show the unique benefits that you and/or your company bring to business. Show what you do that is different or better than others.

Close  Tip X

Suggested Words (scroll through and click to add)

d

confirmed

dominant

early

endorsed

established

finest

foremost

1 2 3 4

WHO
WHAT
WHY
GOAL

DESCRIBE YOUR GOAL:

Describe your immediate goals. Goals should be concrete, defined, and realistic. Include a time frame. This is the final step and it should be readily apparent to the listener what you are asking of him or her.

Close  Tip X

Suggested Words (scroll through and click to add)

confirmed

dominant

early

endorsed

established

finest

foremost

5

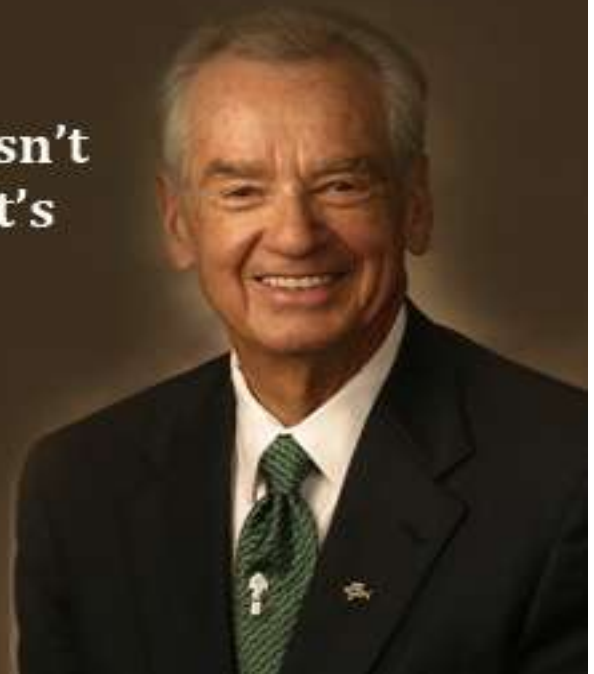
ANALYZE MY PITCH

Successful Public Speaking

“People often say that motivation doesn’t last. Well, neither does bathing – that’s why we recommend it daily.”

1926-2012

Zig Ziglar



<http://www.youtube.com/user/RadPublicSpeaking?v=0KHbt6rrvzg>

PASSION

**PEOPLE
FORGET
ABOUT 90%
OF WHAT
THEY LEARN
WITHIN 3-6
DAYS**

**DOUBLE
THE
PASSION
AND HALF
THE
CONTENT**



**THE MOST
POWERFUL
WEAPON
ON EARTH IS
THE HUMAN
SOUL ON FIRE**

PURPOSE

Inform

Instruct

Persuade

Inspire

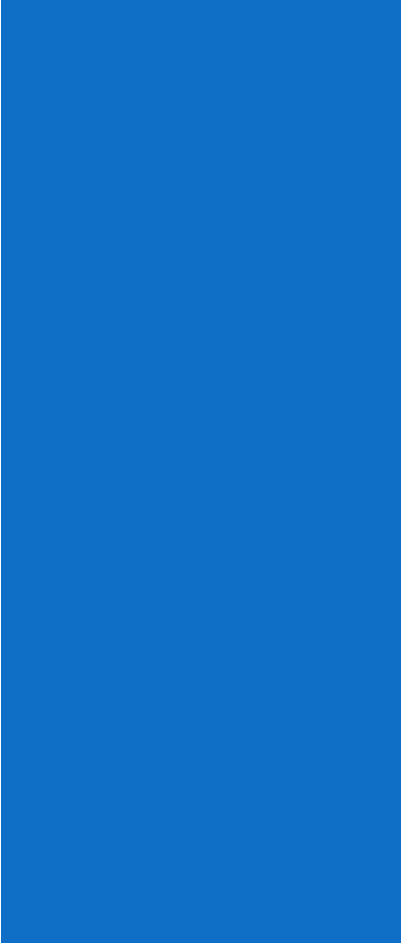
Activate

Entertain

**BEGIN
WITH
THE END
IN MIND**


Covey 1989

Audience Analysis

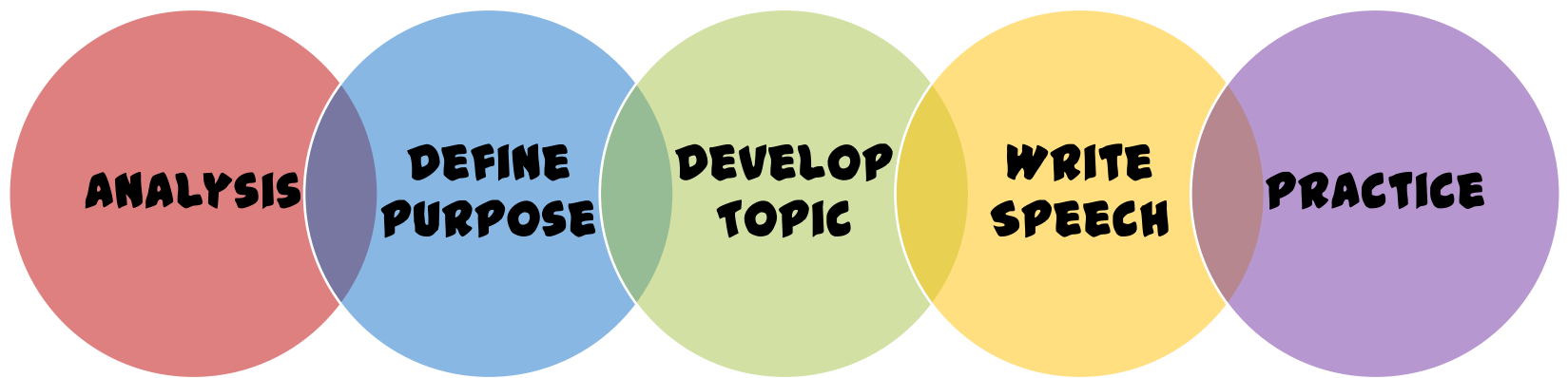
- 
- Who's your audience?
 - What do they expect from me?
 - What's my purpose?
 - How should I present?
 - How can I hold their attention?

*****ACKNOWLEDGE TODAY'S
AUDIENCE**

Event Analysis

- 
- Expected attendance
 - Venue
 - Time of day
 - Seating arrangement/Room layout
 - Microphone/AV
 - Lighting
 - Program agenda
 - Distractions

PREPARATION





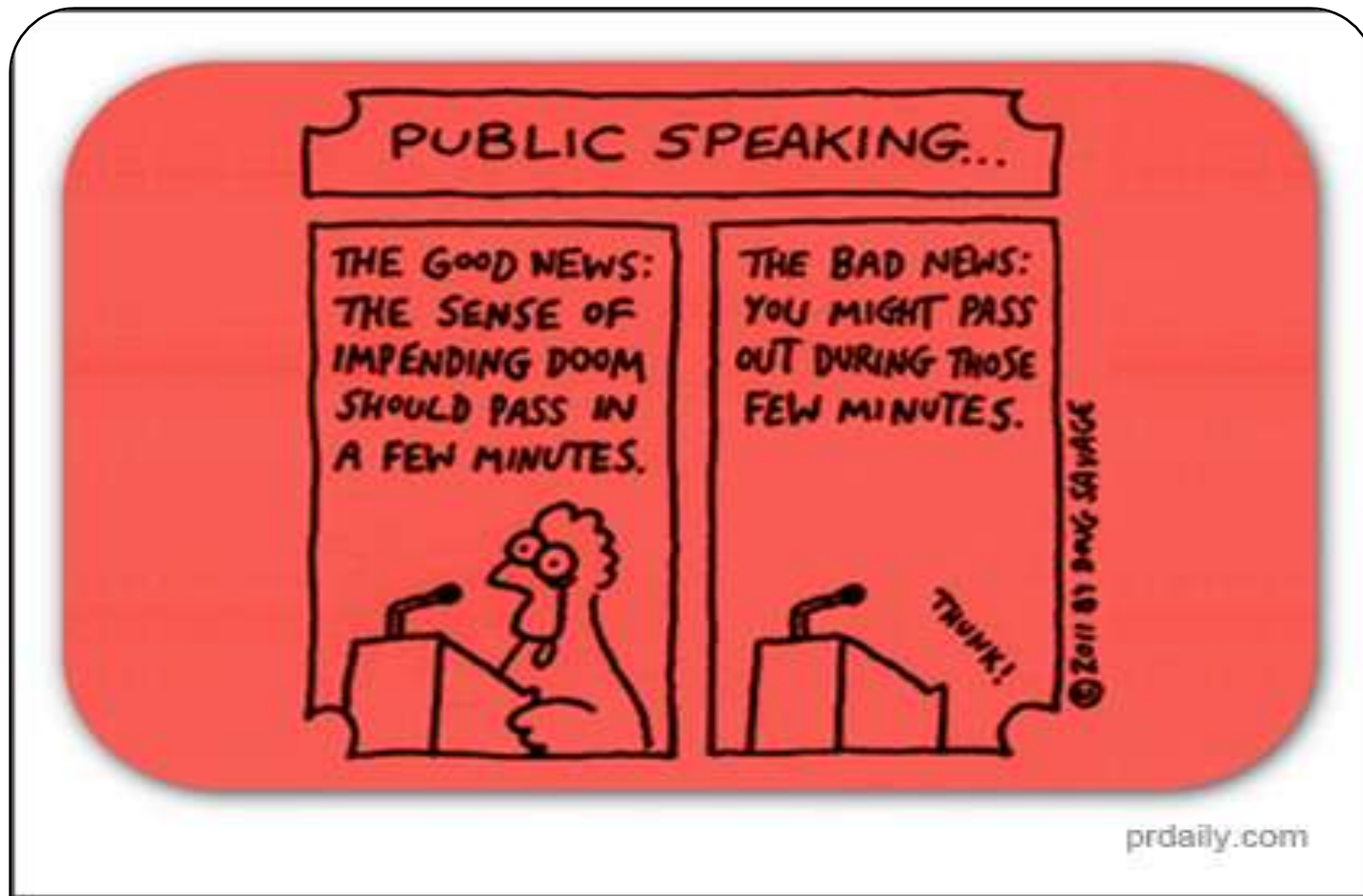
Keep It Simple

...Less is MORE



Put Pride Aside

...It's not about you



Accept Your Role

...You are in charge



Connect

...Be present

A man wearing a wide-brimmed straw hat is shown from the chest up, shouting with his mouth wide open. He has a determined and encouraging expression. Behind him, a crowd of people is visible, though out of focus. The scene appears to be outdoors, possibly at a sporting event or a public gathering. The text 'YOU CAN DO IT!!' is overlaid in large, white, bold, sans-serif capital letters across the bottom of the image.

YOU CAN DO IT!!

They Want You to SUCCEED

...They really do

Personality

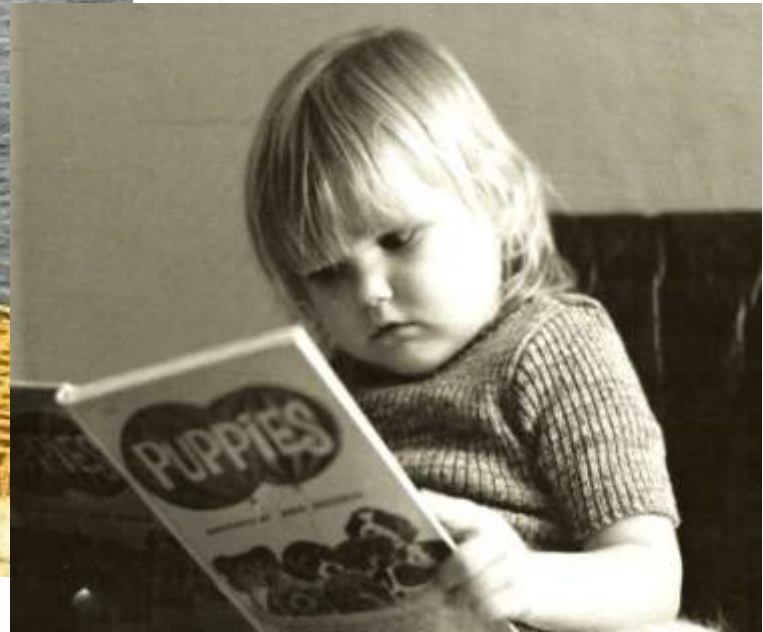




Be Authentic

...Do not try to be somebody else

POWER OF THE STORY



Speaking Techniques



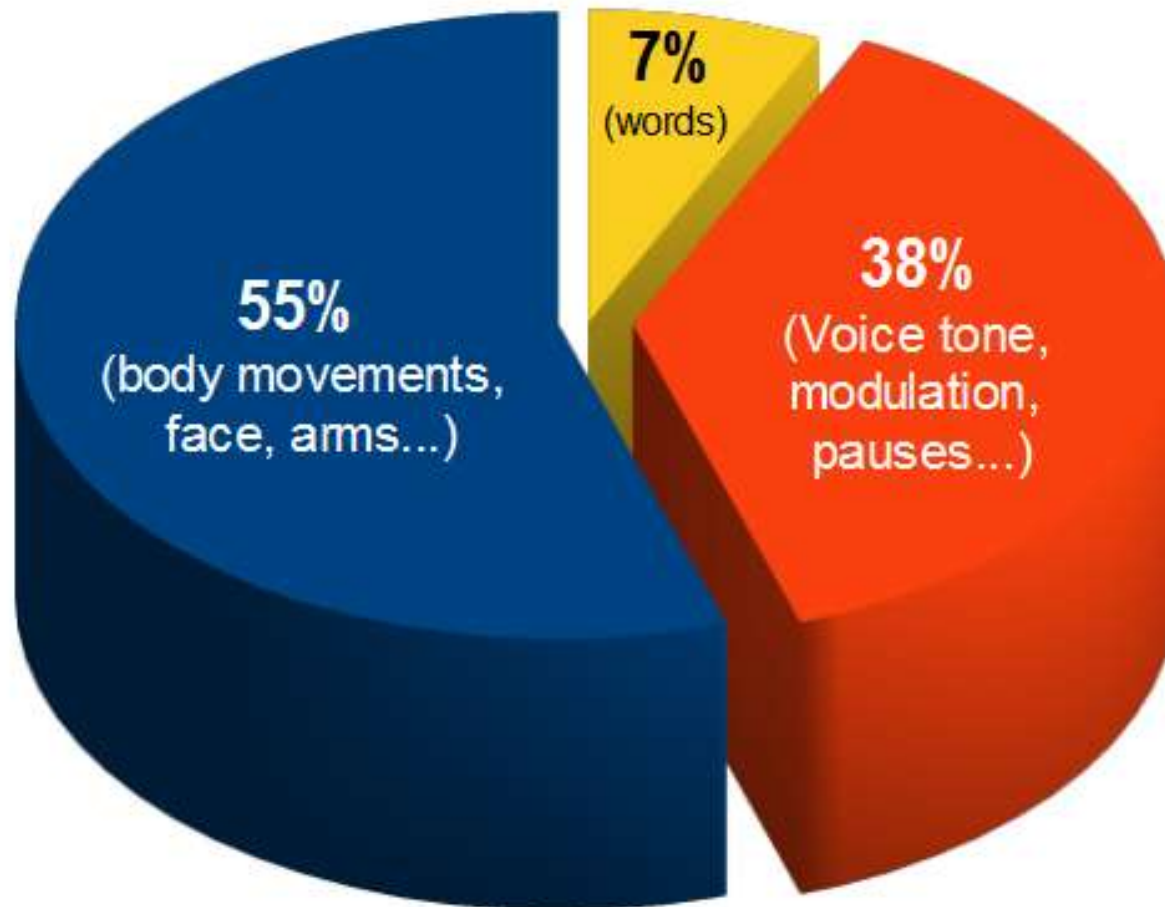
YOU HAVE A VOICE
AND THAT IS A VERY
POWERFUL THING.

Improving Your Voice

- Breathe
- Use pitch
- Moderate volume
- Pay attention to pace
- Articulate
- Pause

******RECORD YOURSELF SPEAKING**

Body Language/Gestures





Eye Contact

...Look at one person at a time

What NOT To Do

USE BAD HUMOR

APOLOGIZE PROFUSELY

MAKE THE AUDIENCE UNCOMFORTABLE

GO ON AND ON AND ON....

**LET GO OF YOUR PROFESSIONAL
PRESENCE**

Preparing a Successful Presentation

The Road Map

PURPOSE | BRAINSTORM | INCUBATE | GATHER DATA
ROUGH DRAFT | VISUALS | INTRODUCTION | CONCLUSION
| PRACTICE

Death by PowerPoint



<http://www.youtube.com/watch?v=lpvgfmEU2Ck>

"PowerPoint slides are like children:
No matter how ugly they are, you'll think
they're beautiful if they're yours."



Scott Adams
The Joy of Work

Do's and Don'ts

Keep it simple – One point per slide

Use it to enhance

Rely on visuals

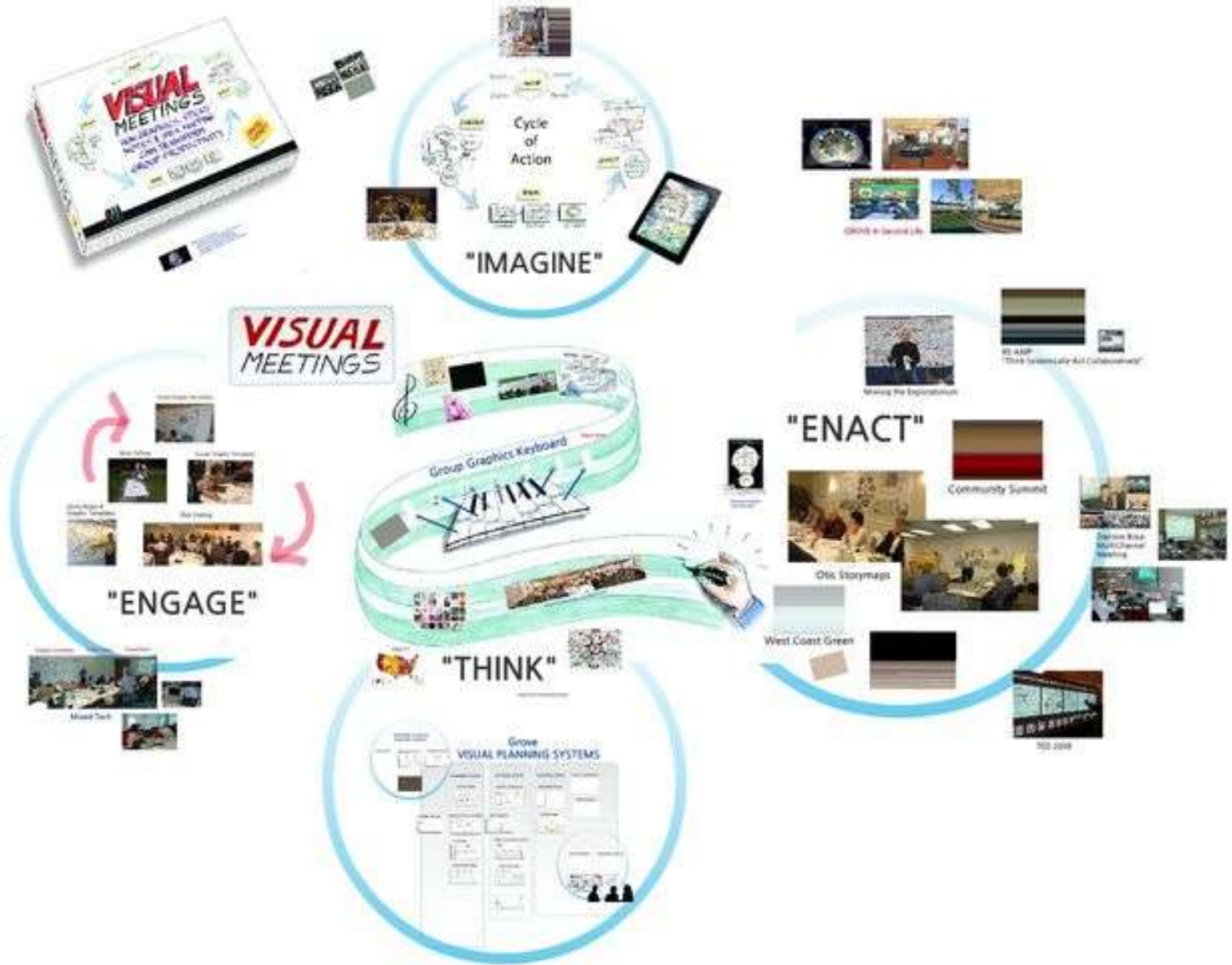
5/5/5 rule

Be able to present without it

Have fun with it

Check out Slideshare and Prezi

The Future of Visual Meetings: Group Graphics Meets New Technology



**HECKLING
WILL NOT BE
TOLERATED**

**HECKLERS WILL BE
IMMEDIATELY ASKED
TO LEAVE**

Dealing with unruly audiences

...Remember you are in charge



When the audience gets restless...

...Re-engage, reconnect and reel it in

TEDtalks

IDEAS WORTH SPREADING



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