

The Center for Faculty  
Development & Diversity presents...

# Public Speaking: Making Speeches with Confidence

Seminar Leader: Ann Conway, Bates Communication

Tuesday, December 4, 2007

12:00 – 1:30 PM

# Speaker's Workshop



Presented by Bates Communications, Inc. for:

Brigham & Women's Hospital Faculty

December 4, 2007

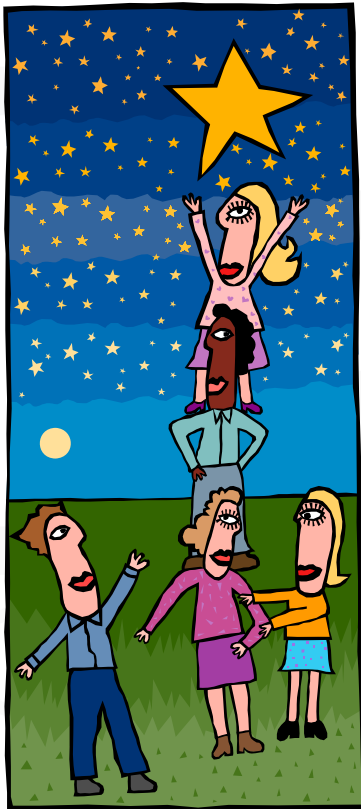
# What You'll Learn Today

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- ❑ Strategies for speaking to get your message to the audience
- ❑ Methods of practice to make sure it works
- ❑ Techniques for commanding the room and appearing confident and self-assured with any audience

# What is the Big Idea or Theme?

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- Choose a presentation you are likely to deliver in the near future
- What's the big idea, theme or mission?
- What do you want the audience to walk away knowing or believing?

# What is the Big Idea or Theme?

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1. Write down your big idea, mission or theme of the presentation.

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2. What do you want your audience to walk away knowing or believing?

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# Know Your Audience

It's Not About You.  
It's About Them.



My Agenda

Audience Agenda

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# What Do You Know?

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- ❑ Their problems/needs
- ❑ Their interest in the topic
- ❑ Their background or knowledge
- ❑ Their views/opinions on issues
- ❑ Objections/concerns they have
- ❑ Goals/objectives relevant to the topic
- ❑ What they want to know/get from this

# What do you know about the audience?

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Their problems/needs

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Their interest in the topic

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Their background or knowledge

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Their views/opinions on issues

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# What do you know about the audience?

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Objections/concerns they have

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Goals/objectives relevant to the topic

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What they ultimately want to know/get from you and/or the presentation

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# State Benefits To Your Audience

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- ❑ What will they learn/discover?
- ❑ What problem will you explore/solve?
- ❑ What need/want can you meet?
- ❑ What will improve or be better?
- ❑ What will they do or have?
- ❑ What will be the impact of that?
- ❑ How will lives be improved?

# State Benefits In Their Terms

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What will they learn/discover?

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What problem will you explore/solve?

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What need/want can you meet? What will improve or be better?

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What will they do or have?

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What will be the impact of that?

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How will lives be improved?

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# Ideally...

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- You make time to carefully research your topic, outline the presentation, write out key points, and then prepare simple, clear, customized slides for the presentation.
- You set aside time on your calendar to practice this presentation 6 to 8 times before you deliver it to a live audience.

# Reality...

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- You are delivering several presentations every month, sometimes even every week.
- You need a fast, fool-proof method for preparing and delivering outstanding, “audience focused” presentations.

# Quick Prep Method



How to Prepare an Audience  
Focused Presentation in 30  
Minutes or Less

# Quick Prep: Step One

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Determine a topic for a short, informal presentation you could give to your team.

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Who is the audience for this presentation?

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# Quick Prep: Step Two

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Imagine walking into a meeting. What questions would your audience ask?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# Reading: Quick Prep Audience Focus

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Most formal presentations require careful thought, preparation and practice time. When you take short cuts you don't hit the mark. A major presentation requires you to research, think through the topic, outline, write key messages and practice out loud many times. This is how you develop a reputation as a "natural born" speaker. However, typically, this process takes days, or even weeks.

In the real world, you don't always have weeks, or even days to get ready for every presentation. You may have hours, or minutes. That's where our "Quick Prep Method" comes in. Imagine walking into a meeting and being asked on the spot to speak-- on a familiar topic. What questions would your audience ask? How would you respond? What would be the major points?

The procedure for preparing in Quick Prep format is simple:

- Write down the questions you know your audience would ask
- Organize those questions in a logical sequence
- Answer the questions in bullet point style

If you write down the questions that you know are on the minds of your audience you are guaranteed to give an "audience focused" presentation that engages and makes everyone feel the time was well spent.

## **180 Thinking**

The best way to get into the right frame of mind and ask truly audience focused questions, is to imagine you are a member of the audience. This is what we call "180 thinking."

Imagine yourself actually sitting in the audience, or around the table. If you have audience members with different agendas and interests, imagine sitting in each of their seats. As you consider the questions each of them would ask, you cannot help but create an audience focused presentation.

This is one of the great secrets to effective speaking. Presentations are not about you, or even your topic. They're about the audience - always. When you're trying to decide what to put in, audience focus is the answer.

# “Quick Prep” Questions - Exercise

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Here is a sample list of questions that your audience might ask in an informal presentation.

- What is this project, activity, event or idea?**
- Why are we considering it or doing it?**
- What are the advantages?**
- What are the disadvantages?**
- What is it going to cost in time, money and/or resources?**
- How did you come up with the idea or recommendation?**
- What makes you think it will work?**
- What alternatives are there?**
- What does this group need to do or decide?**
- How will we measure success?**
- What's the next step?**

Now it's your turn. You may use these questions, or write your own.

Identify your topic:

Identify your audience:

Write down their questions. After you've written all the questions, go back and answer them in short, bullet-point fashion. Write enough to prompt you to speak, but not so much that you have to read:

**Question**

**Answer**

# “ Quick Prep ” Questions - Exercise

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Question

Answer

Question

Answer

Question

Answer

Question

Answer

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# “ Quick Prep ” Questions - Exercise

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Question

Answer

Question

Answer

Question

Answer

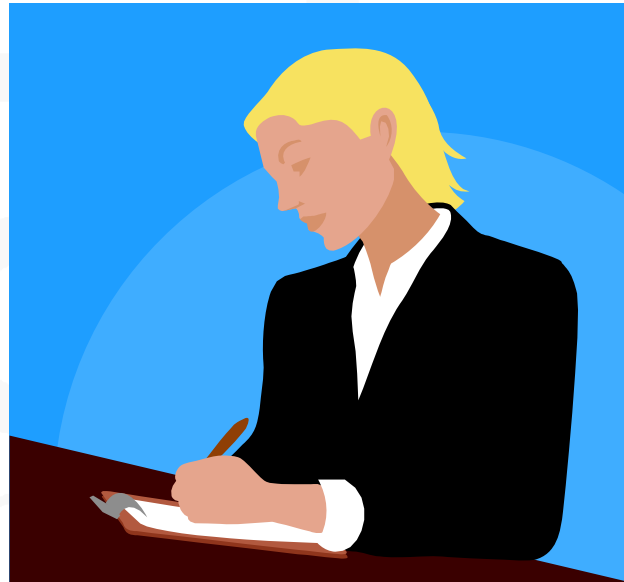
Question

Answer

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# Outline Your Presentation

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graph TD; A[Open  
Big Idea, Mission  
Or Theme of Presentation] --> B[Body  
Talking Point 1  
Talking Point 2  
Talking Point 3]; B --> C[Close  
Summary, Call to Action];
```

**Open**  
Big Idea, Mission  
Or Theme of Presentation

**Body**  
Talking Point 1  
Talking Point 2  
Talking Point 3

**Close**  
Summary, Call to Action

# How To Open

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- ❑ Question
- ❑ Startling fact
- ❑ Humorous quote
- ❑ Anecdote
- ❑ News event
- ❑ Story with point related to theme
- ❑ Scenario “Imagine that...” or “What if...”

# Good Opening Questions

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- "How many of you have ever..."
- "If you had a choice..." (A or B)
- "I'd like to take a survey..."
- "How many read, saw, heard..."
- "Could you name, tell me, etc..." (list)

# What to Avoid When Asking Q's..

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- Questions that put people on the spot
- Questions that make them feel stupid if they can't answer
- Questions that are too complex to answer easily
- Topics that make people uncomfortable
- Questions not directly related to a main point
- Topics that are too broad

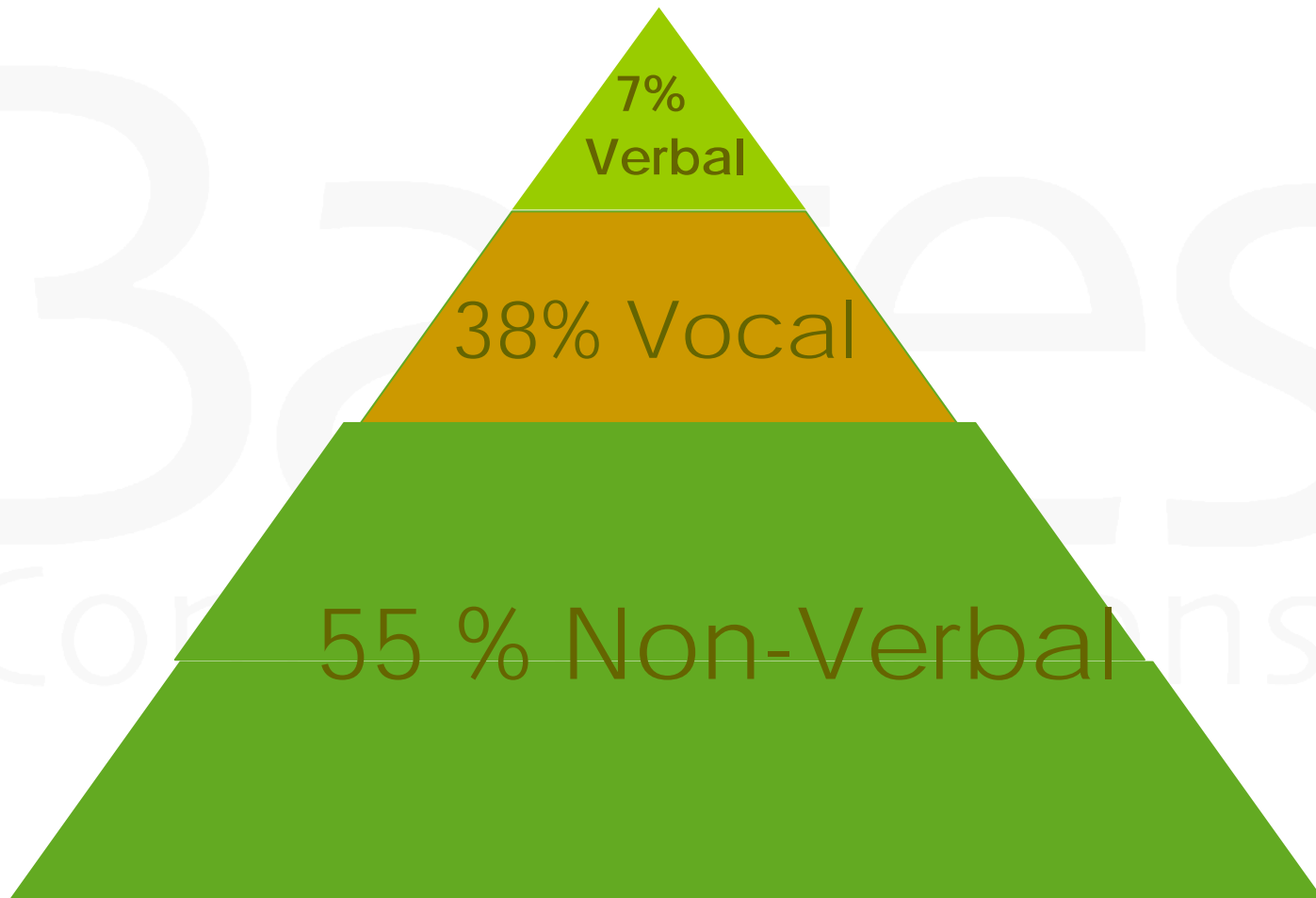
# Presentation Style

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# How Important is Style?

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# Elements of Style

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- ❑ Good posture
- ❑ Relaxed body language
- ❑ Friendly smile
- ❑ Facial expression
- ❑ Eye contact
- ❑ Purposeful movement
- ❑ On-point gestures

# Body Language Exercise

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- ❑ Stand up, with your arms at your sides
- ❑ Feet hip distance apart
- ❑ Weight distributed evenly
- ❑ Allow yourself to feel “pulled up”
- ❑ Support yourself from your core
- ❑ Relax neck, shoulders and head muscles
- ❑ Be slightly asymmetrical

# Effective Gestures

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- ❑ Short
- ❑ On point
- ❑ Descriptive
- ❑ Standing-larger is better
- ❑ Sitting-stay within your shoulders

# Try These Gestures

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- ❑ “all of you”
- ❑ “my hope”
- ❑ “before and after” timeline
- ❑ “top to bottom” priorities
- ❑ “first, second, third”

# What Not To Do With Hands

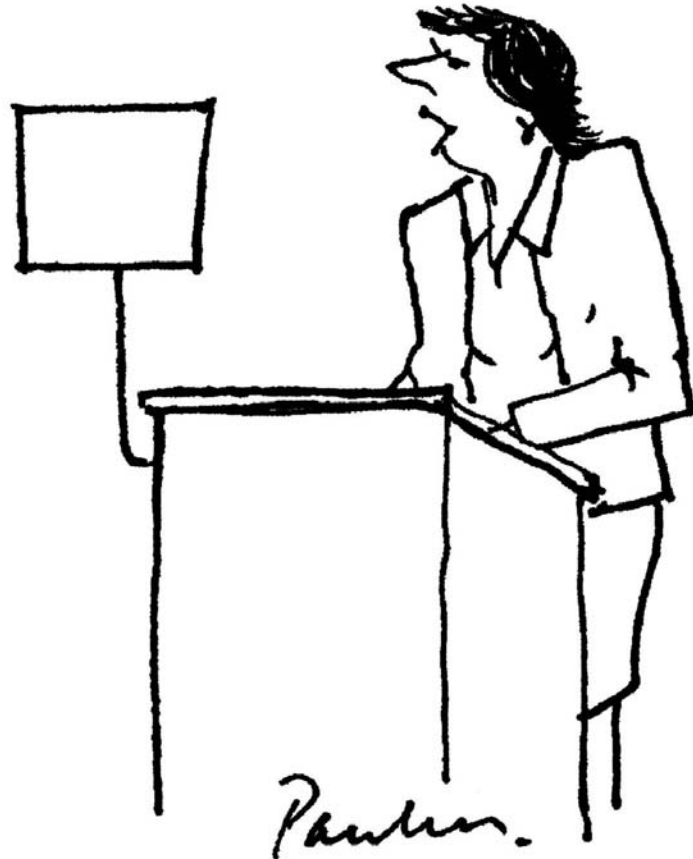
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- ❑ Touch your hair, tie, suit, etc.
- ❑ Fidget with papers, pen or objects
- ❑ Cross arms, put hands in pockets, or behind your back
- ❑ Wave your hands too much
- ❑ Demonstration: “soldier,” “fig leaf,” “prayer,” “hand-wringer”



# Eye Contact

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"I'm going to make eye contact only with this side because of the crick in my neck."

# How to Make Eye Contact

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- ❑ Make eye contact with someone in the room
- ❑ Focus 4-5 seconds, until you make a point
- ❑ Look down, or across, and find another individual
- ❑ Work the entire room - front, back, and sides
- ❑ Smile with your eyes and engage people

# Your Voice As An Instrument

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- Volume
- Inflection
- Pace
- Timing
- Pauses
- Conversational

# Inflection Changes Meaning

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I did not say I want a raise this year

I did not say I want a raise this year

I did not say I want a raise this year

I did not say I want a raise this year

I did not say I want a raise this year

I did not say I want a raise this year

# The Pause

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- ❑ Stop after important points, at the end of sentences, or to emphasize a word or phrase
- ❑ Make eye contact with the audience and gauge reaction
- ❑ Give them time to react or reflect
- ❑ Give yourself time to formulate the next statement



# Practicing Presentations

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**Henry took every opportunity to practice  
his presentation.  
BPR107-TS**

# Why Practice?

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- ❑ You “hear” it the way others will
- ❑ It allows you to refine the message
- ❑ You become fluid and conversational
- ❑ Practice pauses, inflection, gestures
- ❑ Learn and internalize the messages
- ❑ Come across as confident, relaxed
- ❑ Focus on your audience the day of the event
- ❑ Reduce anxiety and enjoy it more!

# Practice Balances Anxiety

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- ❑ Out loud on your feet
- ❑ Audio tape presentation and then listen
- ❑ Present to a friendly audience
- ❑ Schedule and prioritize preparation
- ❑ Use gestures
- ❑ Practice in front of a mirror
- ❑ Focus on the audience

# Practice Techniques

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- ❑ Practice a minimum of 4-5 times
- ❑ Start several days or weeks in advance
- ❑ Reserve a conference room or close your door
- ❑ Get on your feet and use gestures
- ❑ Don't memorize, internalize messages
- ❑ Stop worrying about being "perfect"
- ❑ Imagine yourself succeeding
- ❑ Reward yourself after doing a good job

# Guidelines For Visuals

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- ❑ Important words

- ❑ One idea

- ❑ Clean typeface

- ❑ Simple graphics

- ❑ Color/contrast

- ❑ Consistent background

- ❑ Readable font size

- ❑ Visually appealing

# Your Action Plan

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What three things have you learned today?

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What are the three things you will put into practice in the next month?

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What steps will you take to begin work on these goals?

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# Ann Conway, Principal Bates Communications, Inc.

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Ann Conway is an executive coach and senior communications consultant. Prior to joining Bates Communications in 2004, Ann was an award-winning television news anchor, top-rated health reporter and familiar face on two major market television stations in the Providence/Southeastern Massachusetts Cape and Islands area, WPRI TV (CBS) and WLNE TV (ABC).

Ann is a sought-after speaker, moderator, and executive coach. Her background in television, speech and performance help professionals develop the skills they need to deliver powerful messages with an effective communication style. Ann's specialization in health and medical reporting provides medical and pharmaceutical professionals with the unique experience of having transformed complex ideas into concise, simple messages for on-air broadcasts.

As a reporter, Ann was the first woman to co-anchor the evening newscast in the Providence and Portland, ME markets, and was nominated for a New England Emmy. As an adopted person, Ann was awarded the U.S. Postal Service Adoption stamp for her investigative reporting series uncovering issues in the adoption system, and revealing the origin of her birth parents.

In 1984, Ann was appointed by the Chief Justice of Rhode Island Supreme Court to the procedures committee to allow cameras into the courtroom to cover trials. She is also a graduate of the Theta Class of Leadership Rhode Island.

Ann was previously an adjunct professor at Stonehill College, teaching developments in first amendment law for journalism students studying freedom of speech. She is also a certified yoga teacher, specializing in the treatment of scoliosis patients.

Ann is a frequent moderator and emcee for corporate and non-profit events including the Arthritis Association, American Heart Association, Leukemia Association, Rhode Island Family Physicians, Rhode Island Food Pantry and the Big Brothers, Big Sisters Association.

Prior to her television career, Ann worked as a public participation coordinator for the Water Quality Project in Boston, promoting water conservation and clean-up for the federal and state governments. She also served as transportation planner for the rehabilitation of the West Side Highway in New York City and the development of roadway systems to connect MBTA stations in Quincy and Braintree, MA.

Ann holds a Bachelor of Arts degree from Albertus Magnus College. She lives in the Greater Boston area.

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