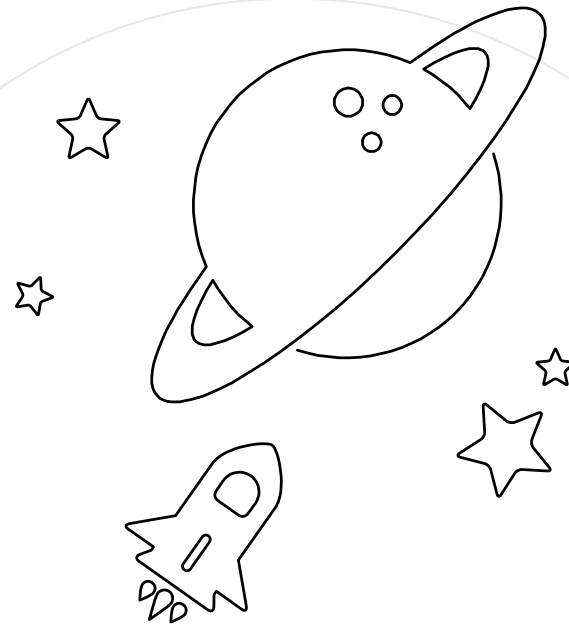




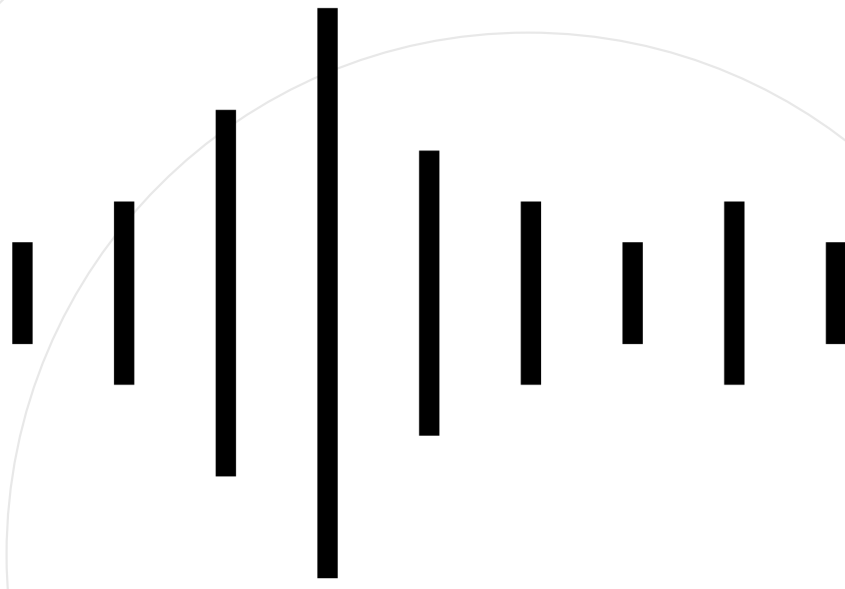
# Public Speaking I





# What to expect

Taking the *public* and the *speaking* out of Public Speaking



# Why

is public speaking important?



# The 3 D's

## **Define, Develop, Deliver**

defining context

developing content


practicing delivery



1

# Step 1 Define

Defining your relationship to speaking in public, the characteristics of your audience and your message



# Start with you

## Why so anxious?

Relation to public speaking is directly linked to self-confidence.

Stepping out of your comfort zone.

## Negative self-talk

*I don't know how to do this, I will never be good at that, and there's no way I can speak as well as they do...*

Sound familiar?

## Identify why

Are you afraid to be judged?

Do you struggle to structure your thoughts?

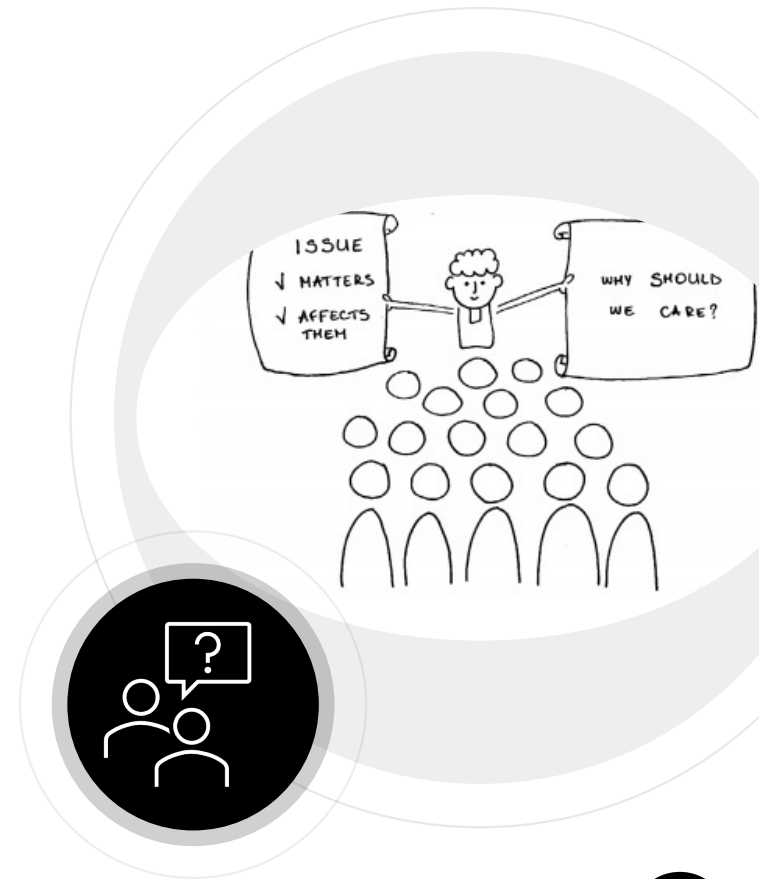
Or perhaps you're too self-conscious about your body gestures?



# But this is not just about you

- Define your audience and tailor your message

Why the topic at hand is relevant to them and how it affects them directly.



# Clear core message

## What's your general purpose?

- To welcome?
- To inform?
- To persuade?
- To inspire?
- To entertain?
- To challenge?
- To uplift?

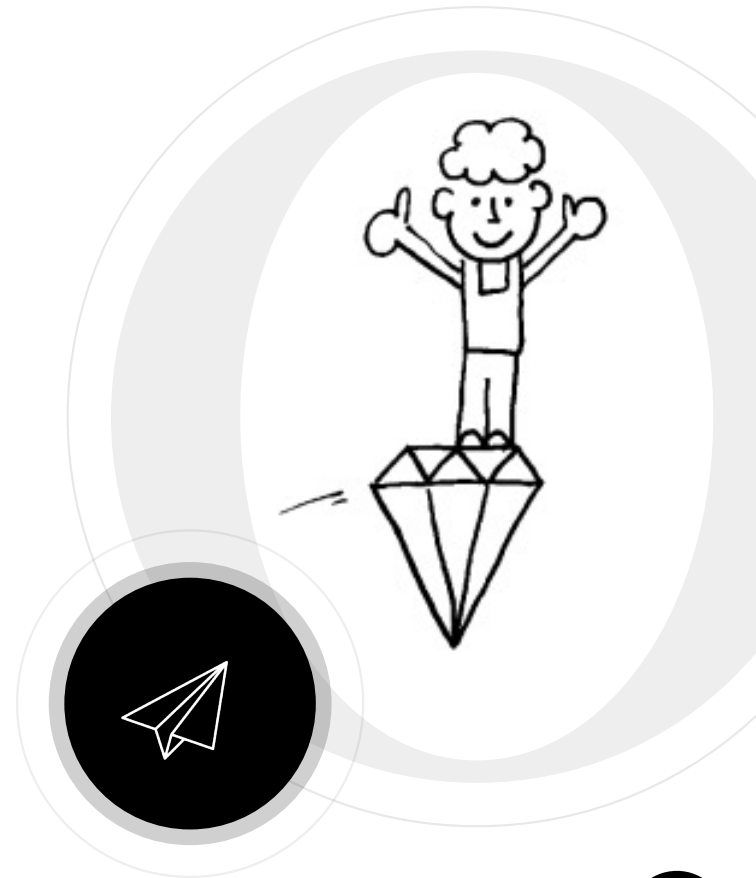
## Narrow it down

- To inform about what?
- To inspire them to do what?



## Core message

- It's the bedrock of your speech.
- The glue that holds it all together.







2

# Step 2 Develop

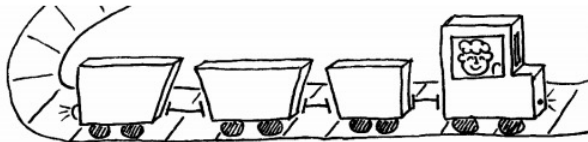
The next step is developing speech  
content



# Structure your speech

## Topical structure

Three subpoints

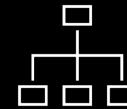


## What? So what? Now what?

What is at hand? Why are you speaking about this?

Why is this important?

What actions will make sense? What impact will these actions have?

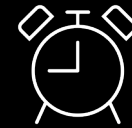
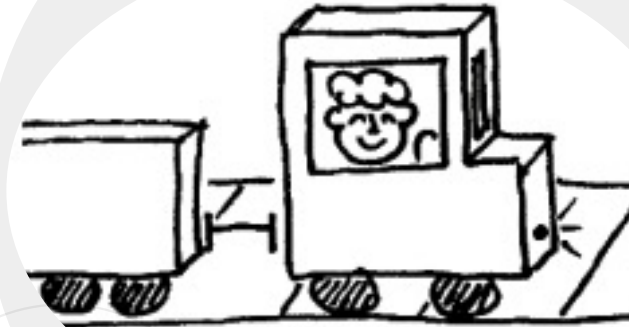


# Hook 'em from the start

- A good intro should have 2 parts:
- a catchy opening and a glimpse into key points

First impressions really do last.

You have about 30 seconds to hook the audience.



# Opening



1

## Entertaining

Open with a joke. Another entertaining option is a visual. Show a prop that will trigger curiosity and then explain the metaphor.

2

## Personal

What brought you here? A compelling personal story (keep it short and directly linked to your core message)

3

## Thought-provoking

Start with a challenging statement (a why or how question) based on statistics or controversial opinions that sets off a range of emotions.

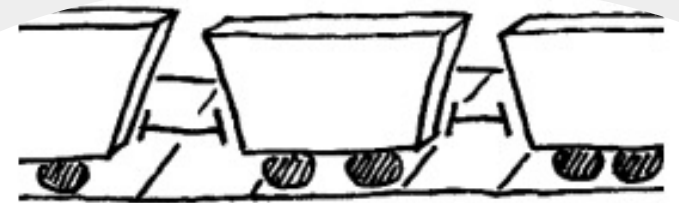
# Now that you've got them hooked

Present your structure.

Phrase it in terms of your audience  
(not *I will tell you about*, but *You will learn about*).

Leave room for intrigue.

Presenting the structure is a transition  
from the intro to the body.



# Signal where you are

## Smooth transition

Where you've been and where you still have left to go.

Using adjectives and verbs that convey movement.

If you're more comfortable, instead of plainly summarising your points, go deeper explaining the key take-aways.

## Signalling the conclusion

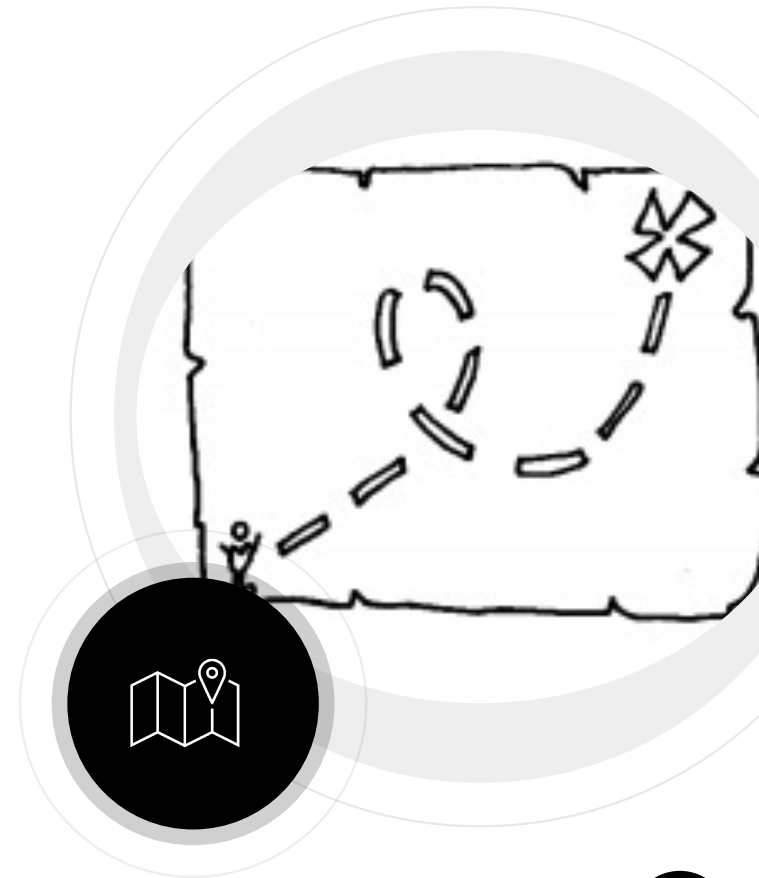
Simple words: *to sum up, to summarise, in conclusion*

More sophisticated phrasing: *on a final thought, I'd like to leave you with this, if there's one take-away to this speech.*

## Physically

You can also transition physically:

From one part of the stage to another, followed by a pause.



# Explain key points

- 1 point = 1 idea

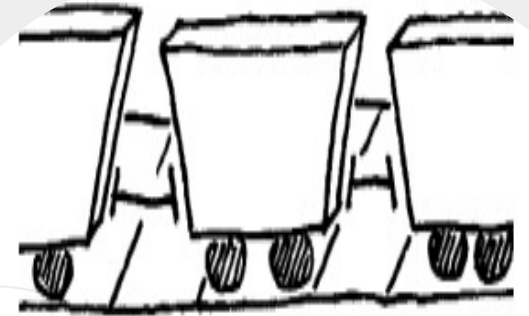
## Supporting material

expert testimony, real-life illustrations

stories, personal examples

quotations

visual aids, eg. Slides, diagrams, photos,  
physical objects



# Finish strong

## *Close it like you mean it*

### **Summarise main points & go beyond**

incite audience to act

inspire them to reflect

### **Call to action**

*Imagine what happens when...*

*I'll just wind up by saying...*

*If there's a takeaway to this speech...*

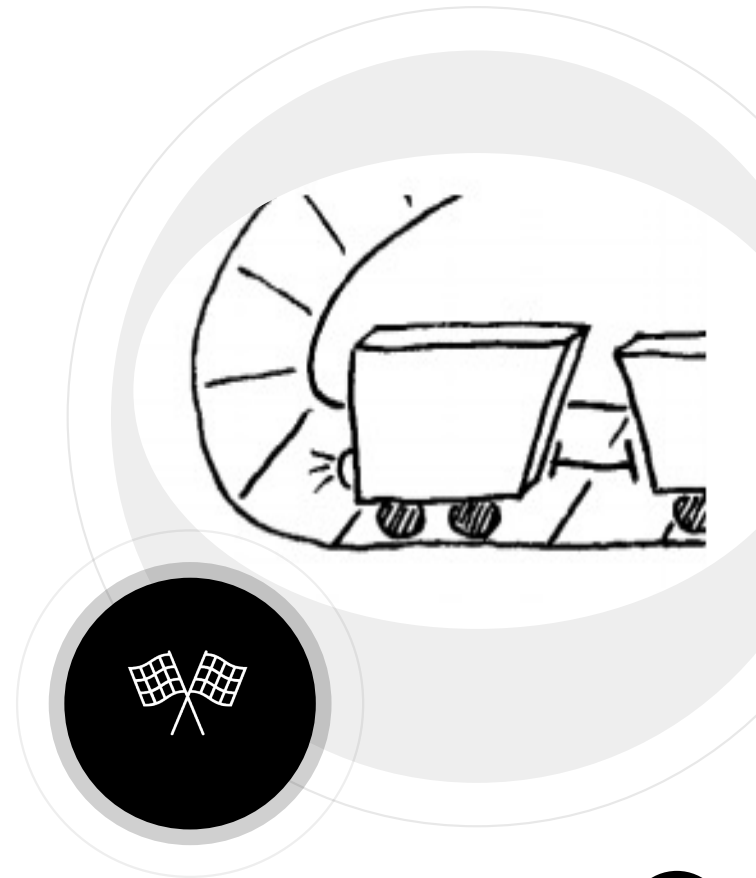
*I have one last thought...*

*A quotation to end with...*

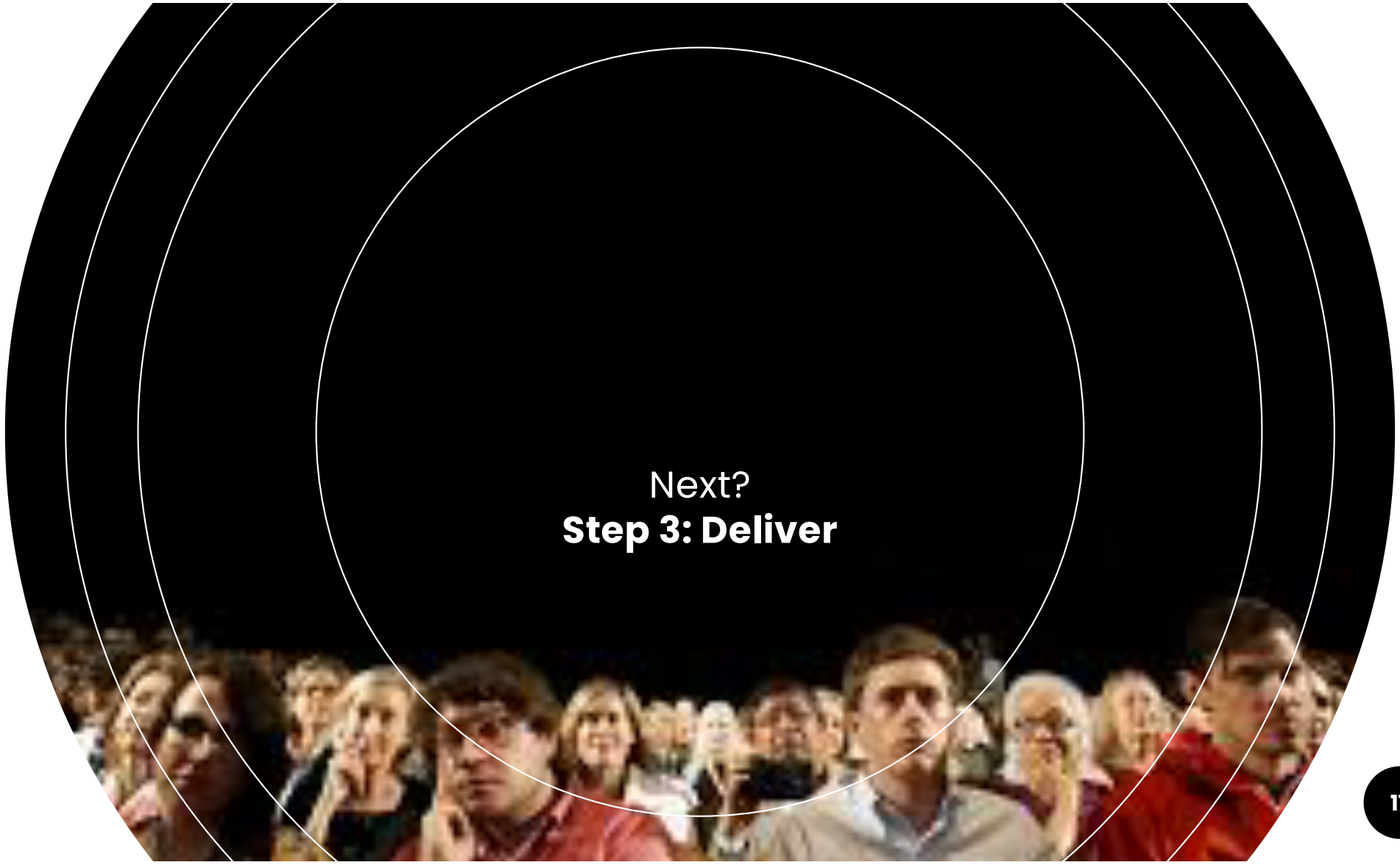
### **Change your language**

Replace *I* with *we*, *you*, *us* and *our*

showing that the scope of what you're sharing isn't limited to you but affects everyone







Next?  
**Step 3: Deliver**