

Public Speaking

By Robin Pokorski with many excerpts from material by Joan Craig. July 2016

- Practice, practice, practice
- Overcome tension
 - Breathe slowly
 - Relax
 - Mingle with the group ahead of time
 - Share fears/concerns with a friend
 - Surround yourself with optimistic support
- Organize your speech
 - Know your audience
 - Define your purpose — to entertain? To inform? To persuade? To activate?
 - Focus on your topic — choose three points you want to make
 - Collect your material facts and figures
 - Organize your ideas — problem/solution; cause/effect; chronological
 - Select words that are impactful, dynamic
- Opening
 - Get the audience's attention; create a favorable atmosphere; stimulate interest
 - Begin with interesting fact; self-introduction; rhetorical question; challenge; humor; personal story
 - Be who you are - if you're not funny don't try to be
- Body of speech
 - Clearly state what you want the audience to know, to feel, to do
 - Make the topic relevant to them
 - Support your points with examples
 - Define any terms that may be unclear to audience
 - Paint verbal pictures
 - Use clear language and uncomplicated sentences

- Use "road signs" to make your speech easy to follow: " First," "The second point I want to make," "Finally," or "In conclusion"

- Endings

- Summarize the main points of your talk
- Tell a good story — one that knits the purpose of your talk to the speech itself
- Repeat your main idea — briefly, convincingly
- Tie it up neatly — with a quotation or appeal for action
- Thank your audience for their attention — then exit

- Rehearse, practice, review, study, train, repeat

- Practice for any rough patches and change words