



***PRESENTING POWERFULLY***

**WITH CONFIDENCE AND CONVEYENCE**

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## Overview

Whether your mission is to speak to one person or a thousand, your goal is identical...effective communication.

In this book, learning will occur by reading, doing, reviewing, and practicing.

A powerfully delivered presentation adds an invaluable dimension of professionalism to any organization and to you as an individual.



### LEARN

In this highly focused program, you will be given a variety of tools and techniques for the dynamic delivery of presentations with impact.

After this program, you will have an effective means of self-expression. People will take notice of your professional, well-spoken, well-delivered presentations. Additionally, you and others will notice an improvement in your conversational skills as well.

You will know how to represent your organization with presentations that will promote solid ideas.

Effective communication will become an invaluable element of your individual success and professional development.



# Objectives

- Learning Your Lines
- Rehearsals
- Developing Stage Presence
- Just Before You Speak
- Impromptu Talks
- Practice, Problem Solve & Discuss
- Conclusion



## Who Will Benefit From This Program

Completion time: 5 hours plus practice time.

- Anyone who speaks in front of a group of two or more
- Anyone who speaks one on one at home
- Anyone who speaks one on one in sales or customer service
- Anyone who attends meetings and wants to ask a question
- Anyone who is called upon to read in public
- Anyone who is called upon to introduce a guest
- Anyone who is called upon to offer a toast
- Everyone!



# Welcome to Public Speaking

Nothing is more important to your personal success than the ability to communicate to other people one on one, at a staff meeting, or to a crowd.

Every day we are called upon to speak publicly to our co-workers, to a staff meeting, to offer a reading at church or social organization etc.

Whether you speak one on one or to a crowd, you want to appear in control and intelligent with the ability to not only speak the words but to speak them well conveying the proper meaning.

In this book, you will learn how to stand, speak with confidence and, convey the meaning of the words to achieve your goals.

Given the demands for good communication skills in the civic realm and in the workplace, a course in public speaking is perhaps more important today than ever.

There is no quick path to the delivery of a great speech. Good speaking is developed through practice and pleasant hard work.

The public speaking course is a unique course. Unlike, say, a course in the principles of law or the history of Canada, the public speaking course requires you to both know the content and be able to perform a skill well.



You will learn important principles of public speaking, but simply knowing these principles is insufficient; you must also be able to apply them well. By the same token, you might be able to get through a speech without saying “um,” but if the content of the speech is bad, it is not a good speech.

The best public speakers not only speak smoothly, but they also say important and interesting things in a manner that is pleasing the ear of the listener.



# Learning Your Lines

In the beginning, is the speech. A beautiful typed, double-spaced collection of ideas that you need to convey to your audience. Now the fun begins; how to best do this.

The written speech when read to a group will always be formal in style. People do not respond well to anyone simply reading a speech. They respond to, and prefer, a chatty, conversational style.

People should feel that you are speaking directly to them. You will learn how to do this later in this book.

There are 4 main reasons for giving a speech. You should know the reason **why** you are giving a speech.

- Inform
- Explain
- Convince
- Entertain or a combination of these

Let's take a look at each of these.



## Inform

The purpose of this type of presentation is to share knowledge and the following should be your goals and considerations:

- To be interesting, helpful, and relevant.
- Do not waste time. Deliver the information in a succinct efficient manner.
- Too much info is deadly and will lose your audience, especially if it is technical in nature.
- The audience can only absorb so much information before becoming distracted.
- This is their attention span.
- Don't lose their attention.
- Do not over-emphasize any one of these four objectives.
- Maintain your credibility and competence by providing enough, but not too much, information.
- You must learn to read your audience to determine whether you are maintaining their attention or losing some of them.

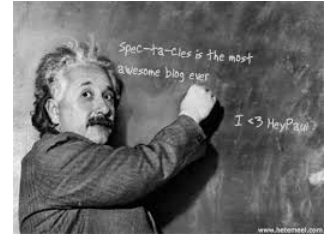


# Explain

The purpose of this type of presentation is to make an idea, situation, or problem clear to someone by describing it in more detail or revealing relevant facts or ideas.

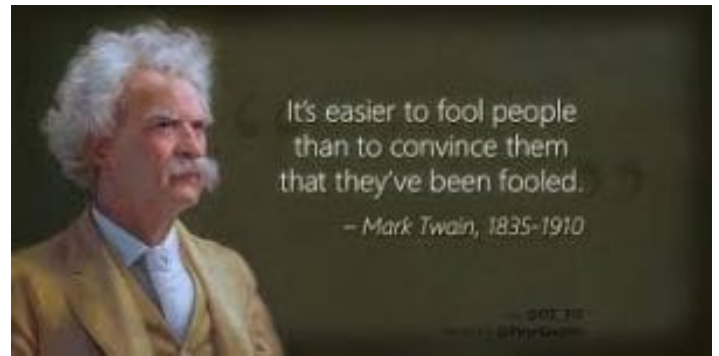
The following should be your goals and considerations:

- You first must understand your message.
- Be clear in your mind what your objective and goals are.
- One goal is always to move them to action.
- You should ask yourself, "What do I want them walking away thinking?"



# Convince

The purpose of this type of presentation is to cause your audience to believe firmly in the truth of what you are saying and/or persuading them to take action.



You must be absolutely and perfectly clear in your own mind of what your objectives and goals are.

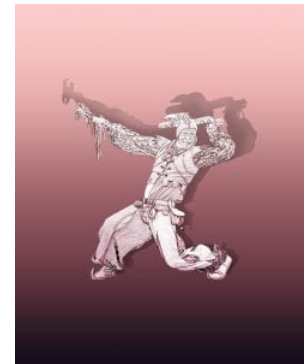
One universal goal in this type of presentation is always to move your audience to action.

Again, ask yourself, "What do I want them walking away thinking?"

# Entertain

The purpose of this type of presentation is to bring your audience amusement or enjoyment. This could be the only purpose or it could and should be incorporated into the other types.

You should consider the following as your goals and considerations:



- Use humor cautiously- do not offend.
- Missing the punch line may make you look like a fool.
- Jokes and stories must be relevant to your PRESENTATION and/or AUDIENCE.
- Do not use off-color humor.
- Use personal experience in your humor.
- Pause after the punch line.
- Make sure that you laugh at your own jokes- step back slightly.
- Use humor in the first few minutes of your presentation to energize your audience – and then move into the meat of your presentation.
- Intersperse humor as you speak to keep your audience's attention.

# Carefully Read Your Full Speech

Carefully read your full speech, first silently then out loud. This should be so obvious and it sounds simple, but it is not.

Consider the following points:

- You must first understand every word and concept.
- If you don't understand your speech, neither will your audience.
- Improve on phrases and big words.
- Use the same vocabulary as your audience.
- Avoid long-winded presentations. Make and support your point effectively, then end your talk.
- Watch repetition. Use only if very effective.
- Be very cautious of the word I: I did, I think, I will.
- Emphasize the team approach of we and you.
- Conviction: To succeed you must believe wholeheartedly in your message.
- Show enthusiasm!



reading a speech

## Create Cue Cards

- Suggested size: 4" x 6" cue cards.
- Memory triggers: Keywords only on cards
- No more than eight cue cards, regardless of speech length.
- Cue cards make you look professional & prepared.
- They force you to think on your feet.
- Allow you to use your body naturally to express your message.
- When very familiar with your topic, one card will do.
- Write out your opening and closing lines in full on one card.
- Number your cards in the top right.
- Use different colours to emphasize points – special symbols. Keywords only.
- **Must** know your content well.
- Cue cards keep you on track and trigger recall.
- Practice smooth movements of your eyes over your notes to your audience.



## Check Cue Card Effectiveness

- Check for idea continuity.
- Check for a logical flow of ideas.
- Check for a logical conclusion.
- Check that you have your cards numbered in the upper right-hand corner.
- Check that your cards are in order.



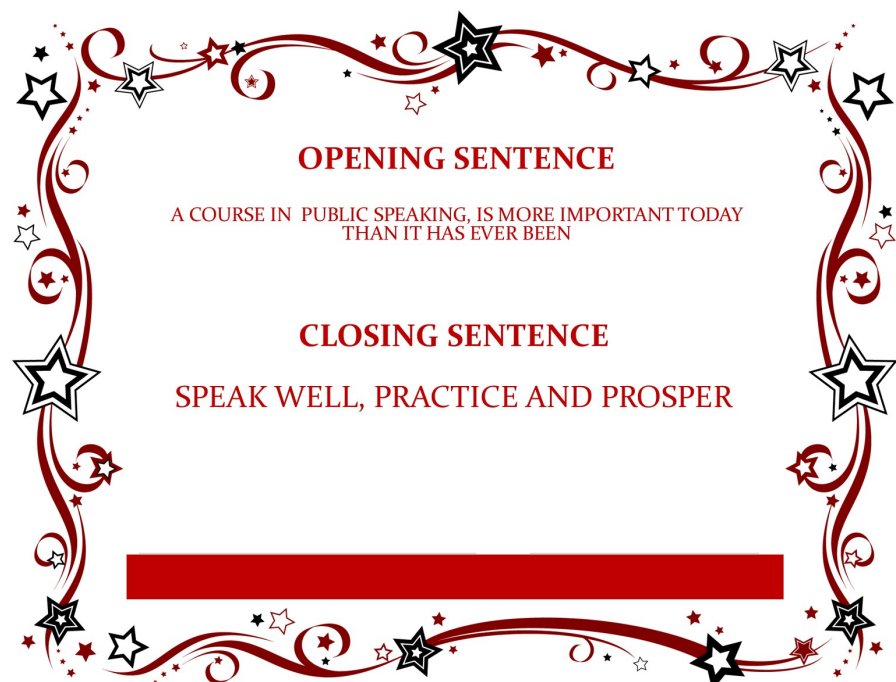
Cue Card Jumble

## Opening and Closing Lines

Your opening lines set the tone and mood of your speech. It grabs the audience's attention and motivates the audience to want to know more about the rest of your talk. The first few seconds are critical. It's when you have the maximum attention from the audience.

Use the conclusion of your speech as an opportunity to summarize the main points. Do not just repeat your main points word for word; rather, paraphrase the key themes and arguments you have just presented. End your speech with an additional anecdote or quotation that captures the theme of your speech and that will motivate your audience to action.

- Memorize your opening and closing sentences.
- Practice delivering the opening and closing sentences.
- They must sound dynamic and off the cuff.



# Rehearsals

## Effective Delivery – The 1/3 Rule

Many professional public speakers may have a different take on how these three parts; sounds, body language, and words, work together in creating an effective presentation. In this course we consider them to be of equal importance.

Any one of these parts done poorly will make the presentation less effective. They must work in tandem to present an overall excellent presentation.

Speech Impact is effective delivery in equal parts:

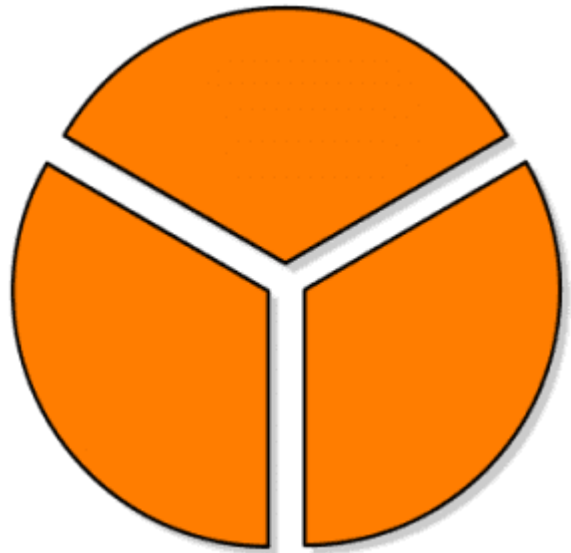
- 1/3 from sounds – pauses, inflection, emphasis, and clarity of speech.
- 1/3 through your body language.
- 1/3 from the words that you choose for the effective communications of your ideas.

Pay particular attention to:

- how you gesture, stand and move.
- annoying or distracting physical mannerisms.
- sound

Over 33% of messages within your speech will FAIL or SUCCEED based on **how** you speak:

- Based on the nature of the sounds that you make.
- Content is very important– however, you must present your information in an interesting, believable, dynamic manner.
- You must have control over your voice and your body language.





## Developing An Effective Delivery Style

Many people don't know how to talk, move, and or gesture effectively in front of a group, therefore, their good ideas just don't reach their audience.

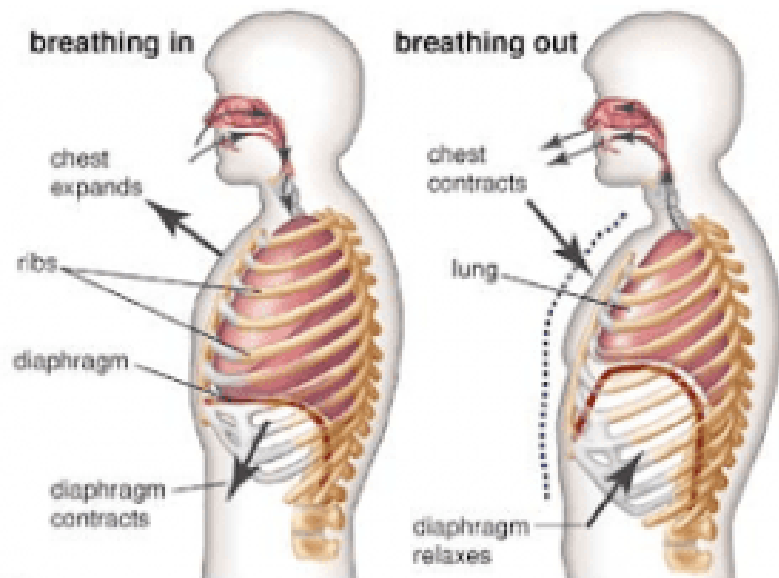
The most important technique is voice control.

The three I's have it: Intelligible, informative, and interesting sounds and movements.

To control your voice, you must know how human speech is produced and shaped. This means looking at the physical side of breathing.

How your air supply is controlled and how you make your lungs, larynx, vocal cords, tongue, teeth, and lips work together to produce intelligible speech.

Just like an actor, a good public speaker uses the entire physical delivery system to project their voice.



# Voice Projection - Physiology 101

The diaphragm, lungs, and rib cage provide the air supply.

The vocal cords and larynx work together to make the sound.

The throat, tongue, teeth, and lips shape the sound into recognizable words.

## How to Project - Common problem with projection

Many people breathe shallowly from the upper chest.

To speak effectively, you must work at controlling the process of breathing from your abdomen.

When you pause for effect or emphasis, breathe quickly through your nose. This takes the air right down to the bottom of your lungs.

This air supply is what powers your speech production machinery.

**NOTE:** When you breathe in, your ribs lift upward and outward, your diaphragm contracts and flattens downward thus air rushes into the lungs.

When you exhale your ribs and diaphragm muscles relax.

The ribs move down and in and the diaphragm returns to its natural dome-shaped upward arc. This makes your chest cavity contract and squeezes air out of your lungs.

**Practice:** Breathe deeply through your nose and get a lot of air into your lungs quickly, and then let it out very slowly all under your conscious control.

This will let you support your column of air and pattern of speech. This control allows your audience to hear and understand you.

You must be able to control the movement of your diaphragm because it squeezes the air supply right from the bottom of your lungs.

You want a continuous, well-controlled, long-lasting stream of air to pass through your vocal cords and your larynx to produce sounds that are shaped by your throat, hard palate, teeth, tongue, and lips.

To project your voice, squeeze air through your voice production system firmly with your diaphragm.

If you squeeze the air out fast the sounds will be louder.

If you squeeze the air out slowly the sounds will be softer.

**Do not shout!** Shouts come from the throat and without supporting your voice you will quickly become hoarse and will end up with laryngitis.

### **Read the following out loud.**

"To speak effectively, I need to practice voice projection by using my diaphragm to control my breath and support my voice."

How does your voice sound?

Thin? Wobbly? Too much like Donald Duck?

Your voice must sound firm, pleasingly resonate, and loud enough to speak successfully to groups so that they can, not only hear you, but also understand each word.

### **Stand up exercise: Please stand up or sit up straight.**

Close your eyes.

Stand (sit) tall – close your mouth – breath deeply through your nose.

Feel the air move down your windpipes, and your ribs move out as your lungs fill with air.

You should feel a strong column of air from your throat to your waist.

This is “supporting” your voice, as they say in show business. Breath out slowly through your mouth.

### **Repeat Exercise: HO! HO!**

Breath in deeply through your nose to fill your lungs quickly, squeeze breath out slowly through your mouth and say,

HO! HO! HO!, 6 times.

Extend the number of HO's as much as you can.



You need to practice keeping your voice supported by the column of air from your diaphragm up to your mouth.

This voice projection, requiring full breathing and support from the diaphragm, is what opera singers use so that they can be heard throughout the opera house without using a microphone.

Breath and diaphragm control allows you to play your voice like a musical instrument. It is what gives shadings and expressions to your voice.

Each word can take on different meanings if you whisper rather than shout them.

You can give your speech variety by using different levels of loudness, by varying the pitch of sounds. This gives you naturally sounding clarity and emphasis to your spoken ideas.

### **Now try: FEE FIE FO FUM 6 times.**

If your voice starts to feel as if you swallowed it, you have lost the air column of support that helps your voice project to your listeners.

This will make your voice sound thin, weak, breathy, and may quaver.



## Your speech production system needs:

- Conditioning
- Toning
- Warm up

You have to have your muscles in shape and fully under control to deliver interesting, audible, intelligible speech that gets your ideas across to your audience.

You must be able to physically produce the sounds.

## Relax your Body

You cannot present well if you are tense.

You need to be relaxed so that your body provides controlled support to your voice.

A tense body causes a rise in the pitch of your voice and the sounds are produced in your throat.

Practice the following techniques:

Take 5 deep breaths with your mouth closed and breath quickly in through your nose to get the air deep into your lungs and abdomen; then let the air out slowly through your mouth.

S-T-R-E-T-C-H your arms over your head as you slowly rise on the tips of you toes.

S-L-O-W-L-Y come down letting your arms fall gently to your sides and relax.

Stretch up again and let the weight of your head and upper body pull your arms down dangling in front of you.

Straighten back up slowly, bringing your head up last.

Shake your hands and arms and let them flop about loosely.

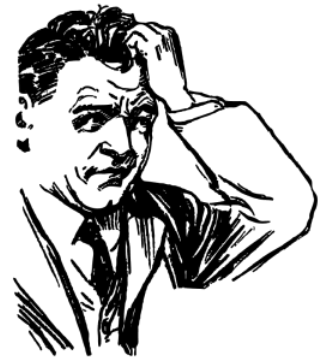
Draw your shoulders up close to your ears, hold for 5 seconds and then slump them down – repeat 5 times.

Stand relaxed, feet slightly apart, arms relaxed by your side.

Close your eyes and imagine your head is pivoted on a balance point in the middle of your neck, rock your head back and forth on the imaginary pivot, decreasing in size of the nod gradually, until your head is still balancing on the pivot. This should take less than 15 minutes and will leave you with very relaxed shoulder and neck muscles.

Repeat as necessary.

These exercises will relax your body and especially your shoulders and neck. This will make your breathing easier and allow you to speak with ease using the full air column of support and you will be better able to project your voice.



## Warming Up Your Voice

Baseball pitchers has to warm up their arm so that they can make the pitch forcefully, effectively, and accurately without injuring themselves. As a speaker, you also must warm-up, in this case, your voice so that you can speak forcefully, effectively, and accurately.

### Vocal Warm-Ups:

Close your mouth, take a deep breath through your nose and tense the diaphragm to compress the air. Then, take a comfortable musical pitch and hum it softly.

Next, sing Do Re Mi Fa So La Ti Do softly in one tone.

Then down a tone or octave.

Repeat 5X, singing a bit louder each time.

See how many repetitions you can do on each breath.

Try more repetitions each time you do this exercise.

Keep this up until the "tee" is as high as you are able to comfortably sing. Do this until your voice is warmed up



### Lip, Jaw, and Tongue Looseners

The Greek orator Demosthenes was said to treat his speech impediment by talking with pebbles in his mouth and shouting above the roar of the ocean waves. US Vice President Joe Biden, brutally nicknamed Joe Impedimenta in school, worked on his stuttering reading Emerson and Keats aloud. Hollywood actor Samuel L. Jackson overcame blocks and pauses while talking by interjecting his trademark profanity. All told this may be a bit extreme, however, you still need to practice speaking very clearly so that your listeners can understand every word.

First, your throat must be relaxed before your lips, teeth and tongue can articulate words properly.

The best throat relaxer is a yawn followed by a sigh.

Yawn then "ohhhhhhhhhhhhhhhhhhhhhhhhhhhhhhh". Repeat

Next relax your lips, teeth, and tongue by exaggerating your jaw movements on these exercises so that when you come to your actual speaking it will **not** be a stretch but a relaxation.

### Lips:

Relax your lips by putting them together and blowing a raspberry or Bronx cheer to get your lips vibrating.

Now practice saying "POP". Explode the P off your lips.

Now try "BOP".

Now say pop bop pop bop until your lips become accustomed to making the clear, explosive sounds.

Use that sound every time you come across a “P” or a “B”.

### **Jaw:**

Let your mouth drop open so that your jaw hangs loose.

Work your jaw up and down by closing and reopening your mouth rapidly 10 or 12 times.

Wiggle your jaw from side to side 6 times while your mouth is wide open.

Finally, close your eyes and yawn!

Feel Good? Yawn again.

Your jaw should feel loose and relaxed by now.

### **Tongue:**

Say “blee-y-a-a-ah” stick your tongue way out as you say the y-a-a-ah. Repeat four times.

Now say –la-la-la-la four times.

Next say “blee-y-a-a-ah – la la la la four times.

This loosens up your tongue and lip muscles by relaxing your throat and then limbering up your lips, jaw, and tongue. This makes possible the kind of crisp pronunciation that allows the audience to hear every syllable of every word that you speak.

### **The following exercises will sharpen up your consonants.**

Say “t-t-t-t-t-t-t”. Put your hand in front of your mouth.

Do you feel the little explosions of air as you say t-t-t-t-t-t?

If you can, than you have clear crisp t’s.

Now say, d-d-d-d-d. The puffs are not as forceful as when you say T but you should still feel them.

Practice saying out loud: dot-dot-dot-dot.

Place your hand in front of your mouth and feel the air puffing out.

Concentrating on exploding those T’s and D’s will make your speech much clearer.

### **Using tongue twisters to improve articulation:**

Other letters are important too.

### **Tongue Twisters:**

Speak each one slowly making every sound crisp and clear.

Practice them faster and faster until you can say it clearly and at a normal speaking rate.

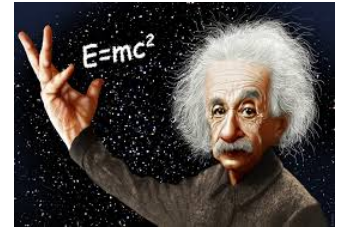
- "Sister Suzie slowly sews silken socks."
- "Buy a bit of better butter."
- "What about a wicker water bottle?"
- "Sipping cider Sidney slowly slipped sideways."



# Convey Meaning

You have now mastered proper breathing, air column support, voice projection and you have practiced articulating your words clearly.

We are now ready to look at the rest of the tools we need to get your words across effectively to “sell” your message.



A writer uses grammar and punctuation for meaning and impact. A speaker speaks grammar and punctuation using the following:

## Projection, Pitch, Pace, Punctuation, Perceptivity

**The five principles for dynamic and meaningful delivery are:**

1. Projection (they must hear you)
2. Pitch (low to high)
3. Pace (slow to fast)
4. Punctuation (pause for clarity and meaning)
5. Perceptivity (look to the audience for feedback)

We have already discussed how to project and articulate clearly.

Next, let's look at pitch and pace.

When speaking, low and slow is what you should aim for. Drop your normal speaking voice down a little lower and speak a little slower than normal.

If you are excited, your voice tends to rise both in volume and tone.

The breathing techniques that you have practiced will rescue you here.

The pitch of your voice can enhance or detract from what you are saying.

Keep the pitch of your voice firmly under control and just a bit lower than in ordinary speech. This will keep you from sounding strident or shrill.

You can then control the pitch to lend variety and color, as well as, vibrancy and conviction to your voice. A loud clear tone is important, however, don't blare.

Play your voice like a musical instrument to put expression into the words.

Think about the way musicians make their songs louder, then softer.

Think about how the musician moves from high notes to low notes.

This variety keeps the listener listening.

# Questions and Statements

You may have noticed in normal conversation that a person's voice tends to go up at the end of a sentence when asking a question.

Force your voice to ride up for questions and down for statements.

## Exercise:

" Why do gorillas live in trees? Let's find out. "

" Which part of your hand does the most work? "

" Are human beings going the way of the dodo? "

" Can we stop the earth from getting warmer and warmer? "

## Climate change

Statements can be emphasized by letting your voice drop lower and by saying those words a little more loudly than the rest of the sentence.



## Exercise: Emphasize the correct word in the statement.

" So now we know that many extinct animals could have been saved. "

" Some raindrops are five times bigger than others. "

" Your thumb does more than half of the work of the hand. "

"The ancient Egyptians made paper from the papyrus (puh·pai·ruhs) plant. "

Use pacing, and pace variations, along with punctuation, to clarify and enhance the meaning of your words.

In normal conversation, most of us speak much too quickly.

Good speakers slow down to let the audience fully understand what they are saying. One good way to slow yourself down is to put pauses before the important information in your sentences.

**Exercise: Where would you pause?**

"Today I'm going to tell you about (pause) gorillas."

" The wettest place on earth (pause) is Mount Waialeale (Wy-alee-alee) in Hawaii."

"How have we changed Earth's atmosphere? (pause) by cutting down forests (pause) and by releasing poisonous chemicals into the air. "

" Today we have many books to read (pause) because over 500 years ago (pause) a man named Gutenberg (pause) invented movable type."

Not using pauses, or putting them in the wrong places can turn your meaning around, so that you actually say the exact opposite of what you intended.

Exercise: What does this sentence mean to you?

" Bill said Jane wasn't invited "

Note the absence of pauses. What the Speaker had intended was:

" Bill, " said Jane, " wasn't invited. "

**Exercise:**

Read this sentence out loud and remember to pause between the important sections of your sentence and emphasize the important words

"When sunlight (pause) enters a raindrop (pause) the light rays are bent (pause) and the colors split apart (pause) so that you can see each one. "

At first, you might feel a little awkward remembering to pause and stress, pause and stress, but with practice, you will get the rhythm and flow of the sentence.

Soon this will become automatic and you will have that variety of tone and pacing that people love to listen to.

# Developing Stage Presence

## Practice, practice and then practice some more



Practice, practice, and then practice some more.

To speak effectively and convincingly, you must practice putting your words and your delivery together.

You cannot afford to appear awkward or uncertain in your movements and gestures if you are to convince your audience that you are an authority on your subject. Even if you are not an authority on the subject but, would like to be heard, these skills are critical.

You must eliminate distracting physical mannerisms, as the pros say, you must have stage presence.

Reasons to rehearse:

- To find out how you sound out loud.
- To time your speech.
- To pace your talk so that you do not race through it.
- To practice pauses for emphasis.
- To refine sentences that don't roll off your tongue.
- Time your speech several times and add or delete material as needed.
- This is the time to check any AV Aids that you may be using.
- You must rehearse and practice enough so that if something unforeseen occurs it does not throw you off.



## Content - The Message

### Three essentials you have to practice:

**Content:** you must be certain of your message and understand the concepts completely.

**Words:** you must be comfortable with all of the words that you choose and they must flow off of your tongue with ease.



## Delivery - the Medium

**Delivery:** your delivery style must be effective, which means that:

- your voice must be audible, interesting, and understandable.
- your posture and stance must be relaxed, alert, and graceful.
- your attitude and manner must be positive and enthusiastic.
- it must be free of annoying mannerisms.
- engage your audience: ask questions, get feedback, incorporate comments, ask for a volunteer to help demonstrate a point, include any activity that will help the audience focus on your presentation.
- use effective body language. Excellent body language will help you get your point across more effectively and keep the audience more engaged with your content
- avoid sounding too well-rehearsed. This is a definite danger! After so many rehearsals your speech could lose freshness and spontaneity making you sound like a parrot reciting a too well-learned lesson.

To guard against this, memorize only your opening and closing sentences.

Rely on your cue cards for the rest.

Vary slightly the way that you make your points each time you rehearse.

As you do these variations, keep trying to improve the way you are saying things.

Adjust your cue cards by adding particularly effective words or short phrases but not sentences.

You will steadily improve after each rehearsal and after each speech.

It may never be perfect, however, your speech will be successful.

## Planning Your Dress Rehearsal



In order to accomplish all of these objectives you need a plan so you can rehearse effectively. You also need feedback from people whose opinions and judgments you value on how you are doing at improving the areas where you are a bit weak.

### Checking out your performance:

- Rehearse, if possible, with someone videotaping your talk.
- A tablet or computer webcam is perfect as well. Then, critique it with one or more companions whose opinions you value.

If you can't videotape yourself, have someone whose judgment and opinions you respect to watch and listen as you deliver your speech. The person should note any "tics" but let you complete your rehearsal before commenting. Take the advice and work on the problem areas.

Make friends with a full-length mirror and deliver your speech to it. This isn't nearly as good as getting feedback from critical observers, however, it will be of great assistance to you.





## Evaluating the Dress Rehearsal

### Evaluating your first try:

Check out your body language and speech patterns and answer the following questions.

- Was the body language confident?
- Was the body language under control?
- Was the speech delivery well paced? Too fast so that the listeners couldn't follow the ideas? Too slow so that listeners grew impatient?
- Were the words grouped into meaningful phrases?
- Was it separated effectively by pauses where appropriate?
- Was natural eye contact established and maintained?



### While you were speaking:

- What were visible feedback clues from your listeners?
- If the presentation was too fast the audience would look puzzled and then frustrated.
- If the presentation was too slow the audience would become restless, bored, gaze at the ceiling or fall asleep.

Please download and print out the evaluation form to assist you and your team to evaluate your performance.

## **EVALUATION-FORM-HUMAN-SKILLS-DEVELOPMENT & Atlantic Speakers Bureau**



# Guidelines for Evaluators

As an evaluator, your role is important for the effective presentation of a speaker. Without good feedback, the speaker does not recognize what aspects of the presentation need improving. It is your job to provide the constructive criticism necessary to assist the individual you are evaluating to move from good to great!

Below are some things to consider when taking on the role of the evaluator.

- 1 Always use an evaluation tool (this type of form) that can then be used as discussion points in the feedback provided to the speaker. It also provides the speaker with a document, per se, to which he/she may refer. Criticism, even constructive criticism, can be nerve-wracking making it difficult to take in all of the valuable information.
- 2 Study the evaluation tool to be used so that you are familiar with all aspects of the form before you begin to evaluate.
- 3 Use the 3 to 1 Rule: When providing constructive criticism, begin with three things that the speaker did well and follow up with a point that needs work. Using this rule puts the discussion on a more positive footing for both parties.
- 4 Understand that constructive criticism is intended to open avenues to improvement by providing specific issues and possible solutions. For example, rather than saying “You did ... really terrible”, the constructive criticism position would be, “You said ‘um’ a lot in your speech. Instead, try to just pause between thoughts”. If you can’t think of a solution to the problem, try to think of a specific example to demonstrate how the speaker might improve.
- 5 Learn from the evaluations you give to others! Being an evaluator for someone else provides a valuable learning experience for your next presentation.

Follow this link to the Atlantic Speakers Bureau Evaluation Form and print out as many copies as you need.

**[EVALUATION-FORM-HUMAN-SKILLS-DEVELOPMENT & Atlantic Speakers Bureau](#)**

## Distracting Mannerisms

Don't:

- Put your hands in your pockets.
- Touch your hair.
- Push up your sleeves.
- Touch a watch or piece of jewelry.
- Rock back and forth.
- Say um, er, ah, etc.
- Don't antagonize your audience or distract them as your message will be lost.



If you have body language or speech mannerisms that distract the listeners your message you must eliminate them.

If you have excessive or inappropriate hand and arm gestures such as nodding or wagging, or distracting speech idiosyncrasies such as er, ah, like, you know, you must eliminate them.

- Are your gestures choppy or excessive?
- Are your head movements distracting?
- Are your movements about the stage uncoordinated and awkward?
- Keep a tally of your “ ums, ers, and ahs.”
- Inexperienced speakers will fill the air with any sound when silence is much better.



get

Now, please understand, that we are not talking about anyone who, by virtue of a disability, has these types of motions. We are talking about non-disabled speakers. Individuals with disabilities can and do still perform very well as great speakers.

## The Bomb - The Microphone



A microphone that you are unaccustomed to can blow up all of your carefully rehearsed plans for a great speech. You must rehearse with a microphone. If possible, try out the microphone that you will be using on the stage ahead of time.

Find out how loudly you have to speak into the mike. What is the proper mouth to mike distance for that system?

With a lectern-mounted microphone, you can't move around too much or turn your head sideways as you speak. If you do, your voice will fade as you move from the microphone and boom as you move closer.

Above all, do not swallow the microphone. If you do, your voice will be loud enough, but your words won't be understandable.

You may have a clip-on wireless microphone (lavalier microphone) which allows you to move around.

If the microphone has a cable be very careful so as to not trip over the cable or whip the cable which will make popping sounds.

## The Gilded Touch: Expression and Eye Contact

Inexperienced speakers think that there's nothing more to a speech than the writing of it.

They believe that they can stand behind a lectern, lean on it for support, read their speech and people will listen to their every well-crafted word and fully understand their meaning and intention. Nothing could be further from the truth.

Good speakers practice the techniques that we've discussed in this program to ensure that they are heard and understood while being interesting to listen to.

People like to feel that you are really talking to them. If you stare fixedly at a point on the auditorium wall above their heads or those in the back row or, worse still, at the screen that displays the visuals behind you, your audience will feel that they're being ignored. You are not really talking to them.

So, as you share your thoughts with your audience, make sure that you speak directly to them so that each person feels as though your 'one on one' with them alone.

### How do you manage this?

Eye Contact!

As you're talking, look briefly but directly, at individual audience members.

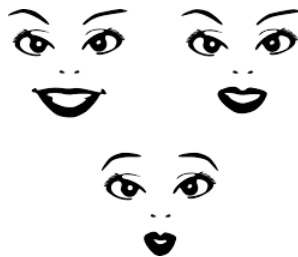
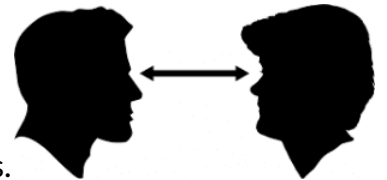
Say a few sentences to someone in the back row, then a few to someone at the side.

Skip to the other side for a bit, then to the front.

Even a brief glance and the occasional smile will convince all of your listeners that you're talking directly to them and keep them interested in listening.

You should also rehearse using your cue cards so that you can refer to them, unobtrusively, glancing back and forth between your cards and your audience smoothly.

The same is true for the encoded marks you put on the cards to remind yourself when to use audio or video clips etc.



## Just Before You Speak



### **You will be nervous.**

You may very well be nervous and that is normal. Nervousness causes your body to tense and your voice production mechanism, which we have discussed, won't work properly.

Your voice will have a higher pitch than normal.

Your throat will close a bit.

Your movements will tend to be uncoordinated and jerky.

Practice the relaxation exercises that we discussed.

# Mee Mee Mee Mee



Here is how to fix all of that. More relaxation exercises.

## **MEE MEE MEE MEE**

Repeat several times.

Loosen up your lips, tongue, and jaw by yawning hugely, then relax.

# Hum Hum Hum Hum

## **HUM HUM HUM HUM**

Repeat several times

### **Warming up**

Take a deep breath through your nose. Count to five, then sigh it out quickly and forcefully through your mouth. As you sigh, let your shoulders, neck, and facial muscles sag and relax completely. Repeat as necessary. Close your eyes and nod your head gently back and forth gradually decreasing the nod until your head is motionless. Enjoy the relaxation.

Keeping your neck relaxed, stretch your arms horizontally out to your sides as far as you can and gently rotate them in larger and larger circles. Reverse the rotation direction and feel your shoulders loosening up.

Hold your arms across your chest and hug yourself by stretching your fingertips as far around to your back as you can. Rock first one shoulder, then the other, gently forward to stretch your arm and upper back muscles. Feel them pull, then relax.

With your knees slightly bent, feet 10 inches apart, bend slowly and gently forward from the waist letting the weight of your arms and upper body pull you down and hang limply like a rag doll for about 10 seconds. Then roll slowly up to an upright position, starting from the hips, and straightening your spine progressively, until your head comes to erect at the very end.

Loosen up your lips, tongue, and jaw by yawning hugely, then relax.

Warm-up your articulation mechanism by reciting a couple of tongue twisters.

### **Overcome the fear of failure**

- Psych yourself up with positive affirmations.
- Tell yourself: This will be a successful speech! I know what I am talking about! I have practiced and I know my material. I can get it across to them!
- Not every situation allows for an extensive warm-up. If you're sitting at the head table or as part of the audience you can still do surreptitious muscle tensing and relaxing exercises. Start with your toes and work up to your jaws.

## Last-minute Checklist

- Keep yourself comfortable and relaxed.
- Blow your nose if you need to.
- Hum quietly a bit to keep your voice warmed up.
- Make sure you have your cue cards and that they are in order.
- Make sure you have water to sip. Do not gulp! Giving a speech is thirsty work. Keep your throat lubricated.
- Remind yourself not to: twitch, sway, shuffle your feet, or drum on the lectern with your fingers.
- Keep focused on what you're going to say by repeating your memorized opening statement.
- When you are introduced, look at your audience and smile, take a deep breath and GO FOR IT. You've got this!



## Do's and Don'ts Before You Speak

### Do:

- Sip water. You don't want to drink too much and need a bathroom break in the middle of your talk.
- Keep two handkerchiefs handy- one for perspiration from your brow.
- Remember to relax physically and mentally.
- Be certain of your opening sentence.
- Check your appearance.
- Wear clothing that is neat and appropriate.
- Think posture - no slouching.
- Do not fidget.
- Think positively: " I will be successful. "



### Don't:

- Drink coffee, tea, or alcohol.
- Eat unfamiliar foods.
- Wear noisy jewelry.
- Get a fresh haircut or wear new clothes.
- Undervalue yourself or your message.
- Worry so much.

# Make Friends With The Microphone

## Mike Talk

### Microphone Style

1. Lectern mounted



### Tips for Using

- Speaking distance 4 to 6 inches
- Adjust height before starting speech
- Don't turn head while speaking (causes voice to fade away)

2. Hand-held standard  
(Cardioid pattern with long cable)



- Lets you walk around but check cable length beforehand
- Don't wave the mike around as you move and speak
- Don't trip over the cable

3. Lectern-mounted, feeding professional sound system, with control booth and audio technician.



- Speaking distance 4 to 6 inches
- Audio technician in sound booth monitoring speech
- Audio technician should adjust height before you start and compensate for reasonable speaking distance variations

4. Clip-on portable  
(Lavalier)



- Two kinds – *wired* (check tether length and don't wander too far)
- *Wireless*
- Clip mike to lapel
- Check sound quality with head in normal speaking position and adjust mike if necessary

# Impromptu Talks



## Avoiding a Heart Attack

Two main types of impromptu talks:

1. Self-imposed: You are at a meeting and want to ask a question or make a comment about what other speakers have said.
2. Someone volunteers you: On a few moments' notice, someone asks you to comment on something, introduce a speaker, contribute your comments to a roast or say grace.

Either way, you are expected to say something smart, witty and charming.

## Grab, Hold & Inform

An Impromptu speech is a talk that you give on the spot with no preparation.

You must be able to grab the audience's attention, hold their attention and inform them of your intention. You must have a dynamic opening line that will grab their attention. This is not the time for delay, fumbling, or apologies for your lack of public speaking skills.

## Quick Outline

### Keys to an impromptu talk

- Short preparation time.
- Always carry a pen and small notebook
- Do the quick warm-ups.
- Short speech ( 3 to 10 minutes )
- Few main points - 2 - 3 MAXIMUM



### Timing

- Introduction - half to one minute
- Main body - 2 to 3 points - 2 to 2 1/2 minutes each
- Conclusion - ½ to 1 ½ minutes

# How To Practice for the Impromptu

- Think clearly beforehand. If you think that you may, at any time, be called upon to do an impromptu at a future event, then spend some time preparing now.
- Do advance work and organize your thoughts on a number of diverse topics until you find it easy to do.
- Practice writing your topic down quickly. Impromptus are, by nature, short.
- Identify the main points you want to convey.
- Jot down the gist of each thought.
- Note that the ideas are in a logical sequence.
- Come up with a strong opening statement that tells the audience what you're going to talk about.
- Come up with a short, strong closing statement, that encapsulates your main points.
- Say your speech aloud if you have the opportunity. If not, running through it in your head will work well.

# Be Confident Even In The Face Of Confidence Killers

You can be confident! All you have to do is rid yourself of confidence killers. Confidence killers are self-defeating thought patterns. Many of us walk through life with these harmful assumptions.

See if you've got any of these evildoers in your thoughts:

## 1. The All or Nothing Sniper:

This way of thinking is the reason you can't seem to enjoy even the small wins you've been getting in life. You were the kid in school who went home crying when you got one wrong on a test!

You think you are a complete failure when your performance (whatever it is) is not perfect. You'd be confident if you didn't spend so much energy being so hard on yourself!

## 2. The Dark Cloud of Destruction:

Look out! There is a disaster hiding behind every corner. Expect it. The Dark Cloud of Destruction makes you think silly things like: 'I did not get the job that I wanted; there is no point in even thinking about a pay raise now.'

## 3. Warlord of Negative Magnification:

If you listen to this confidence killer you'll never be confident. He's got a warped idea that if it's good- it doesn't really count. He'll take any little negative anthill and magnify it like it's a mountain.

If you won 8 singing contests but had a cold for the 9th and came in second, he'll harp on that ninth and you'll never look at the 8 trophies as the great achievements they really are.

## 4. The 'If I feel it, it must be so' Monster:

This is like a computer worm that shuts down all the clear thinking parts of your brain! A person with this can never be confident until they learn that how they are feeling doesn't necessarily match up with the truth. We all have days when we don't look our best or perform at our best.

The 'I feel stupid so I must be stupid' syndrome allows us to let our emotions run our lives. Don't blindly accept emotions as truth. Be confident enough to think that tomorrow you probably will be feeling different.

### **5. The Sinister Should:**

Perfectionists are good at 'should' statements. Should statements are more about what you think other people expect from you than what you really want.

Should statements can be something like: Everybody should have an education plan. The person then thinks ' Oh, no! I don't have an education plan! There must be something really wrong with me.'

### **6. Libellous Labeller:**

Let's throw this one in jail and throw away the key. You know the thought. It's the one that we use to blame things on something. 'I am a loser. It must all be my fault.' If you are going to think labels, label yourself a confident person.

### **7. Compliment Constrictor:**

This creepy crawler just can't seem to let you accept a compliment. For once, if someone tells you that you look good in that dress, don't let the slimy one takeover and say: 'Really? I think it makes me look too skinny!'

The good news is that recognizing any of these villains is half of the battle. So put on your white hat and train yourself to cancel these confidence-killing thoughts.

## Practice, Problem Solve, Discuss

### Continuing to Practice, Problem Solve, Discuss

The most successful model for teaching public speaking relies on a mix of instruction, imitation, and practice.

Instruction reinforces the lessons learned from the study of public speaking. The instruction in this class, draws most explicitly from over 30 years of being a professional public speaker and owning a Professional Speakers Bureau, viewing thousands of speakers, and reading the best books on the subject.

In this program, we have studied the basics of being a great presenter. Now, you can continue your journey by imitation.

**Imitation** means that when studying a performance skill like speaking, we benefit by identifying and imitating the best practices of skilled speakers. I don't mean stealing or plagiarizing. I mean trying to link phrases together in a manner similar to a speaker you think sounds good. You will find a rich resource of speaker styles on the Atlantic Speakers Bureau website and their YouTube channel.

Just follow the links below

[www.atlanticspeakersbureau.com](http://www.atlanticspeakersbureau.com)

### Atlantic Speakers Bureau YouTube

There are a number of speeches that you can and should watch. You shouldn't simply watch a speech like you would a television show; you should look to find some verbal or nonverbal behaviors that you would like to be able to imitate.

Practice is the most obvious and important part of the public speaking study. If you are going to get better at public speaking, you must be able to apply the lessons of instruction and imitation by practicing your speeches. The nice thing about public speaking is that you can practice it almost anywhere. However, your practice time is best spent by speaking in situations where you have an attentive audience. Video recording your practice session and watching the playback is an invaluable aid.

It should not be difficult for you to prep a five-minute speech, set up a video recording session, and have a few friends, co-workers, and/or family to be your audience. Provide them with the evaluation sheet that we have provided you and have them give you an honest critique. Listen to their ideas, incorporate them into your next attempt. Record each time to see the improvements and keep the earlier recordings for comparison.

Remember to create your talk around a subject that you are familiar with and enthusiastic about.

## Continuing Your Journey as a Student of Public Speaking

Tell a story, engage the audience, leave them inspired.

For many people, public speaking is a source of great anxiety and the mere thought of having to give a presentation to an audience fills them with dread. Unfortunately, for most people, public speaking is an important element of everyday life. In addition, presentations often form a large part of many careers.

If you are one of those who struggles with such situations, it can be easy to simply write it off as something you are unable to do. However, you now have the ability to talk to groups and to improve your presentation skills.

### **Improve Your Skills**

First of all, it is important to understand that even though some people appear to be naturally good at public speaking and comfortable in such situations, there is a skill behind it. There are techniques which can be developed, and many aspects of effective public speaking can simply be learned as you have in this program.

In addition, for most people, practice plays an important part in developing those skills and the more you stand in front of a group and speak to them, the easier it becomes to do so in the future.

Whether you are comfortable or nervous about public speaking, it is important to know this program's content and how to deliver an effective presentation, and you can continue to improve your speaking skills throughout life.

Many jobs will require an element of public speaking and it is worthwhile, therefore, to try and develop those skills as much as possible. Furthermore, employers may look upon it favorably if they see you have completed a public speaking course, as it demonstrates an ability to cope with such situations.

Speak well and prosper! Good Luck!



# About the Author

Mr. Phillips has a Bachelor of Business Administration degree and the Canadian Securities Course (CSC). He is a serial entrepreneur, however public speaking is his passion. Mr. Phillips has been public speaking since grade 9 and now has over 30 years of experience in public speaking. He has worked with literally thousands of professional public speakers.

In this time Mr. Phillips has listened to and evaluated thousands of speeches. His book and the online, on-demand course are simple, straightforward, and infinitely applicable. Follow the tips and techniques presented here and you will deliver an exceptional speech. Mr. Phillips' writing style is content-rich without the addition of fluff to fill pages.

Phillips is a Professional Public Speaker and owner of the Atlantic Speakers Bureau, Human Skills Development, and Kitchen Memories. Kitchen Memories is a hobby for Phillips and is not a commercial venture.

**Please visit our websites:**

[Atlantic Speakers Bureau](#)

[HumanSkillsDevelopment](#)

[KitchenMemories](#)

## **Work**

Founder, Owner, Director: Atlantic Speakers Bureau, Human Skills Development, Kitchen Memories.

## **Education**

B.B.A., CSC

***Presenting Powerfully*** has been edited by Marlene Phillips, B.Ed., Public Speaker and Client Services Manager for Human Skills Development.



# THANK YOU

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## We Welcome Your Feedback

Feel Free to get in touch with us for any  
feedback or questions.

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