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Mastering The Art Of

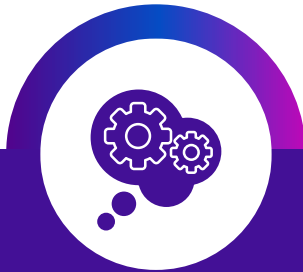
Public Speaking



TIP

KNOW YOUR STUFF!

Fear is a result of uncertainty and lack of control



**Certainty and control comes
when you are confident and
sure of your knowledge**



**You speak better when
you are prepared.**

Exercise



Establishing a Baseline

- Set yourself up to record.
- Hit record and then come up with a topic to speak about after you hit the record button.
- Record you speaking about the topic for 1 minute.
- Stop Recording
- Write out your next topic and take 5 minutes to prep for speaking about that topic for 1 minute.
- Record yourself speaking on the topic after preparing for 5 minutes.
- Review the comparison

Tactic

Crafting the Message

- Tailor your message with the audience in mind
- Engaging introduction
 - 30x
- Stories are memorable-
 - Retention is 65%-70% vs 5%-10%
- Structure content into bullets.
 - Readers process 15% faster
 - Reduction in cognitive load
- Wrap around stories always win. Craft your story and messaging with the end in mind.
- Manage your ums and uhs- “Loading”
- Replace with processing time. A silent pause vs ums ah.

Exercise



Scenario Select

- Go back to your topic.
- break it up into bulleted ideas.
- Add an engaging introduction
- Incorporate pauses for processing.
- Add a wrap around story
- Take 5 minutes to prepare
- Record presenting your topic for 2 minutes.



TIP

IMMERSIVE!



Never miss the chance to stand at the front of a room or in front of people. Even if you are not speaking.



Habitualization- Repeated exposure to feared or uncomfortable tasks to reduce anxiety and increase comfort.



Continuously practice being comfortable with your discomfort.



20 hours of focused practice!

Tactic

Find your poise, understand your purpose

- Open stance
- Purposeful hand gestures
- Purposeful movement



Tactic

Adaptation

- Do not overly commit to the presentation plan.
- Familiarize. Don't Memorize.
- Pull things that just happened or things you recently observed into the presentation to make more engaging and less scripted.

Tactic

Find your Voice

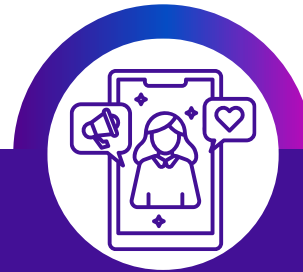
- Speaking Voice vs Presentation Voice
- Tone facilitates energy transfer

TIP

Self Unconscious



**Be comfortable with how
you look.**



**Pick one person whose
opinion about your
appearance will matter.
Ignore the rest. (Make
that one person
yourself)**

Tactic

Make yourself comfortable

- Comfort releases personality.
- Understand what makes you most comfortable so that you can generate your own comfort in any situation.

Exercise



Comfort

- Write down what makes you most comfortable with someone.
- List and memorize ways you can make yourself comfortable in presentation situations.

TIP

Demand Attention



**The stage and microphone
are your bully pulpit.**



**You are not being
viewed, you are being
heard!**



**You control the
conversation.**

Tactic

Engage the Audience

- Use names if you have them
- Ask questions to re-engage
- Direct eye contact
- Direct questions
- Group References
- Purposeful gestures
- People in the audience are easily made nervous

Tactic

Work through it

- Nerves are natural
- Practice and experiences take the intensity out of nerves

Final Exercise



Record Again

- Go back to your written “what you are good at” story with bullets.
- Tell your story.
- Use everything we have talked about and practiced today while being recorded.
- Then we will compare your original recording to your final recording.

Thank you for Attending

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