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## Session I. What is speaking?

- Speaking is communication.
- Communication is the sending and receiving of a message to achieve a desired result.
- It is a learned behavior. Speakers are not born, they are made.

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## Session II. The ABCs of Speaking

### **A** is for Audience

- Every presentation begins and ends with the audience.
- An audience is a group of individuals — each with individual wants, needs and desires.
- Always tailor your message to the audience.

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## **B** is for **Body Language**

- Body language is a signal from your unconscious.
- “What you do speaks so loudly — I cannot hear what you are saying!”
- Posture is also body language!

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## **C** is for **Center**

- Center is home. Teach yourself to relax at center.
- Center is feet slightly apart, knees slightly bent, weight on the balls of your feet. Shoulders back, hands at your sides, head centered.

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## **D** is for Dress

- We should see **YOU** not your clothes!
- When in doubt, leave it out. (Be conservative!)
- Spend money on these clothes! They are your professional image!

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## **E** is for Eye Contact

- The only way to really connect with the members of your audience is to look them straight in the eye for 3 to 4 seconds.
- Don't look at the ceiling, floor or back wall — **look at the people!** They give you performance energy!

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## **F** is for Fear (False Evidence Appearing Real)

- EVERYONE experiences stage fright!
- Fear of speaking in front of a group is the #1 fear in America! (Fear of dying is 6th on the same list!)

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## **G** is for Gestures

- There are positive gestures and negative gestures.
- Use gestures that feel natural to you — then watch them on video tape to be sure they are!
- Stage gestures are sometimes “larger” than your conversational gestures.

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# H is for Humor

- Use humor to affect the attitude of the audience.
- Humor breaks down the natural barrier between you and your audience.
- Be careful to not be a comedian — don't sacrifice the message for a joke.

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# I is for Image

- Image is a combination of four factors...
  1. What you look like (appearance).
  2. What you act like (behavior).
  3. How you treat others (respect for others).
  4. With whom you associate (friends, colleagues).

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## **J** is for Judgment

- Speaking is a process involving thousands of judgments.
- Try to judge speaking situations unemotionally.
- Be not so quick to judge others!

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## **K** is for Knowledge

- Reading books builds knowledge. (Read outside our industry too!)
- Study new trends — research them — ask questions!
- The main purpose of knowledge — to develop creative solutions for the audience.

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## **L** is for Listening

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- Listen twice as much as you speak.
- Most people listen with a “filter” — be sure you remove yours!
- Give your audience reasons to listen to you — information, energy, enthusiasm, hope, inspiration and rewards.

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## **M** is for **Movement**

- Movement brings energy to a presentation.
- It relaxes the speaker **and** the audience.
- Movement must be purposeful — not pacing or nervous energy!

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## **N** is for **NON-Words**

- Remove non-words from your presentation. (Um, ah, ok)
- They are space fillers!

- Replace them with silence.

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## **O** is for Opening

- Plan it, memorize it and deliver it with confidence.
- Keep openings short!
- Don't use notes — it makes you look unprepared.

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## **P** is for Participant-Centered

- If your presentation involves the participants and their ideas — they will love it!
- Keep asking yourself one question . . . what does the learner get?
- Straight lecture is out — it ignores the audience.



## **S** is for Smile

- A smile makes you approachable.
  - Do you know how often you smile?
  - Be careful of fake smiles — audiences can tell!
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## **T** is for Teach

- People retain up to 60% more of the message if they have fun when they learn.
  - Create a logical outline — then follow it!
  - Use a printed handout to increase audience retention of the subject.
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## **U** is for Understanding

- The objective of the presentation is to have the audience understand the message.
  - Without achieving understanding everyone's time is wasted.
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## **V** is for Voice

- Voice is how you say it — articulation, pitch, inflection, resonance and projection.
  - No matter the message a great voice can make the message more understandable.
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## **W** is for Words

- Concentrate on developing your descriptive adjectives.
  - Avoid jargon. If you use a term — define it!
  - A great vocabulary gives you more choices to reach for during long commentaries.
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## **X** is for Xtra

- Always look for ways you can beat the audience’s expectations.
  - The difference between doing something ordinary and extraordinary is in doing something extra!
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## **Y** is for You (Be yourself)

- Discover your real value.
- Accept yourself — unconditionally — now!
- Develop a positive, flexible attitude.

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## **Z** is for ZZZ (Get plenty of rest the night before!)

- Rest builds performance energy.
- If you are tired everything will be slower — brain function, motor skills, response time to questions.

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**Which one of the basics (A thru Z) is most challenging for you? \_\_\_\_\_**  
**Why? \_\_\_\_\_**  
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\_\_\_\_\_  
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## Individual Assignment

Select one of the following topics and prepare a 1-2 minute spontaneous speech on the subject. Select only one topic. Please work individually. Write it out.

**Topics:**

1. If you had to select the best book in history to receive a prize, which one would you select?
2. Tell us about something you once forgot that you will never forget again.
3. If you were to perform in the circus, what would you do?
4. If you could spend a year in some place, all expenses paid, where would it be?
5. You can have dinner with anyone in the world tonight. Who would you chose? Why? What would you say to them?

1. Develop your main point. (Please stick to one.)

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2. Give us the supporting reasons. (Who, what, where, when and why.)

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3. Tell us the effects or benefits as a result of your actions.

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4. Summarize it. (Restate the main point in a different way.)

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## **Lunchwork Assignment**

Finish these three sentences:

**Question #1: Today, As a speaker I think I am . . .**

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**Question #2: As a speaker I want to be . . .**

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**Question #3: As a speaker I know I will never be . . .**

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**Other Thoughts:**

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**Session III. Stage fright**

False Evidence Appearing Real - FEAR

What are the symptoms of stage fright?

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How do you think audience members feel when they see a speaker with stage fright?

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- The more you care about the outcome of a presentation — the greater the likelihood you will feel stage fright.
- Stage fright is misdirected energy.
- When you are unprepared, unsure, insecure or intimidated — you will feel more stage fright.

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**Session IV. Content**

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What you say — the information, directions, insights and the very words themselves are very important, especially when your goal is to educate. The things you share with your audience should be . . .

- accurate
- researched/proven
- responsible
- organized logically
- believed by you
- of value to an audience

**Accuracy -**

- Check your facts!

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**Researched -**

- Not opinions – but research proven ideas.

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**Responsible -**

- Don't encourage harmful business practices or reckless behavior.

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**Organized -**

- Logical flow.

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**Believed by you -**

- Commitment to subject matter.
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**Of value to your audience members -**

- Is it what they need or want?
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**Individual Assignment**

Develop and organize the content of your answer to this question . . .

*If you could proclaim a new national holiday, what would it be, when would it be celebrated and how would you celebrate it?*

What Holiday would you proclaim?

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Whom or what does it honor? (background)

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When would it be celebrated?

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How would you celebrate it?

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How would you promote it?

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## Session V. Techniques for Involving the Listener

### **Class Assignment:**

Select a partner, a different one than before. Have one person read this paragraph aloud to the other. The other person will NOT pay attention. **Listener:** no eye contact, no laughing, keep

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your mind elsewhere. **Speaker:** it is your job to get the other person involved in what you are saying - at all costs.

*“This class has really taught me how to present myself professionally. I have learned to use my 6 senses - and my brain to think through every speaking situation. Most of all - I have learned how to really motivate audience members - to teach them to pay attention to my message, understand it, internalize it and to be able to recall my message when they are in a similar situation.”*

What techniques worked?

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**Some others are:**

Demonstrations -

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Object lessons -

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Asking rhetorical questions -

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Give the audience an easy way to ask questions -

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Physical activity -

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Ask for volunteers -

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Pre-show knowledge -

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Tricks -

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