

Creating Your Style

By SAF's PROFESSIONAL FLORAL COMMUNICATORS - INTERNATIONAL
PFCI



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 **SAF**
SOCIETY of AMERICAN FLORISTS
Your Growth is Our Business

Three Types of Speaking Styles

- a Lecturer
- a Preacher
- and a Storyteller...walk into a bar

Who do you think had the biggest audience?

Lecturer



- ✦ Non-emotional
- ✦ Body language is restricted
- ✦ Relaxed speaking
- ✦ Good vocal range
- ✦ Inflection is important to carry the message
- ✦ Newscaster is a good example of this style

Preacher



- ✦ Passion for the topic is paramount
- ✦ Strong vocal tones
- ✦ Dramatic gestures
- ✦ Exciting words that paint a visual picture
- ✦ Repetitive phrasing
- ✦ Concise sentences
- ✦ Emotionally charged catch phrase... “I have a dream”

Storyteller



- ✦ Emphasis on drama
- ✦ Vocal variety...voice acting
- ✦ Make eye contact
- ✦ Use asides where possible to include the audience so that they will feel like you are telling a story just to them
- ✦ Moral and/or teaching points to the speech
- ✦ Use of analogies to make your point
- ✦ Unique turn of phrase
- ✦ Slow build of facts leading to a quick conclusion
- ✦ Comedians are a good example of this styling

Techniques to Let Your Style Shine



TIPS TO SPEAK LIKE YOURSELF

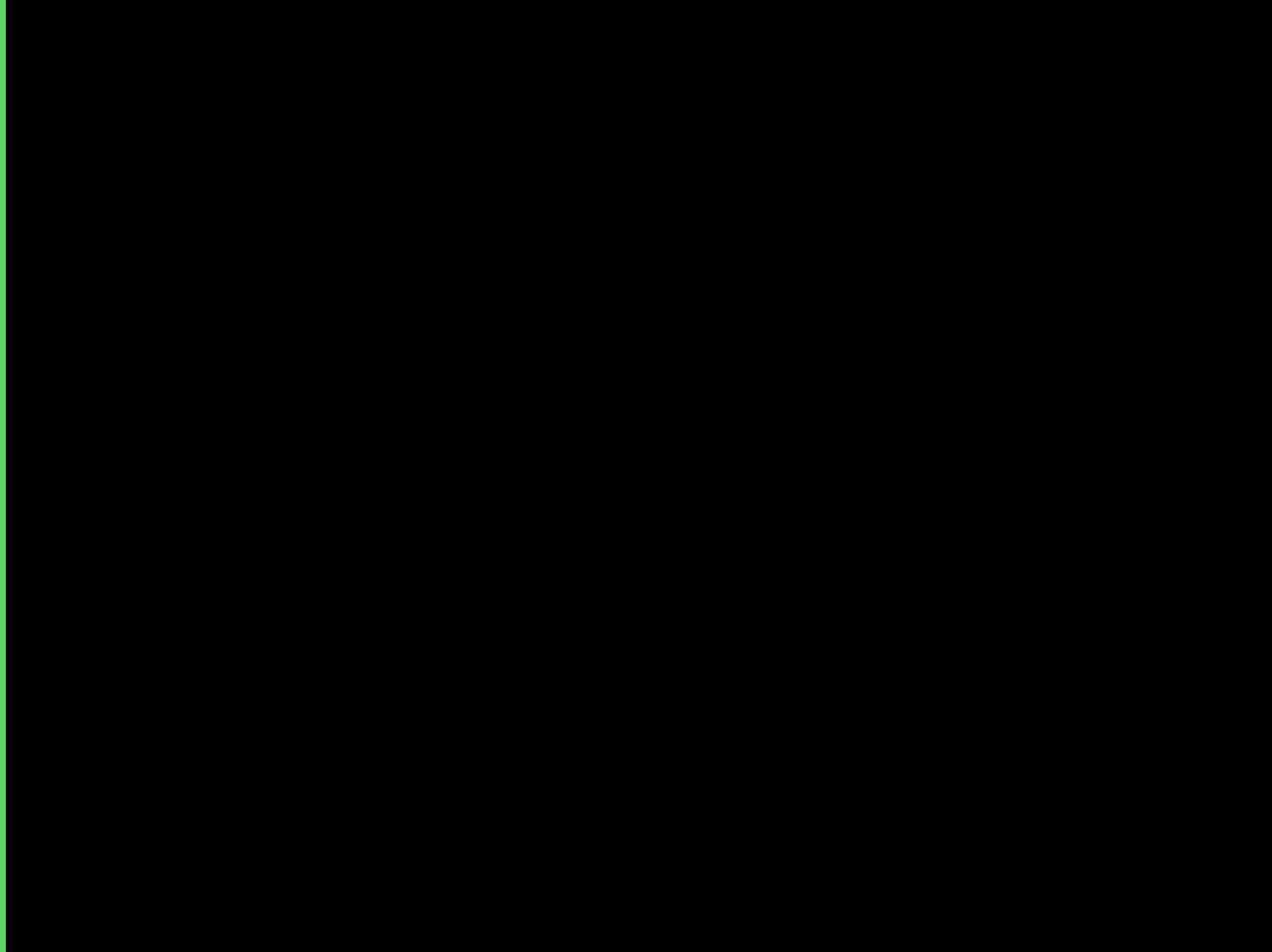
Settle in for a comfortable chat...

Conquer your fear of speaking



- ✦ Find your center
- ✦ Shake out your arms and legs
- ✦ Practice your vowels in a baritone to relax your vocal chords
- ✦ Take a deep breath and breathe out your first sentence
- ✦ Speaking is just a conversation with the audience

If all else fails.....scream and hide!



Fight The Fright by KNOWING Your Topic!



- ✦ Look for topics in your background
- ✦ Speak about something you have earned the right to talk about through experience and/or study
- ✦ Research your topic
- ✦ Be excited about your topic
- ✦ Be eager to share your view on the topic
- ✦ Match your topic to audience and occasion

Focus Your Topic —Don't go too broad.



- ✦ Don't skim over details or give generalizations. To make an impression, you must dig down for facts; bring a new view point to the program.
- ✦ After you narrow your topic, ask yourself these questions:
 - Am I passionate about this topic?
 - Why do I believe this?
 - When did I ever see this point exemplified in real life?
 - Exactly how will this information benefit my audience?
 - Will it solve their problems and/or help them to achieve their goals?

Your Style



- ✦ Focus on what you know. What is YOUR strong point?
 - Design Technique
 - Color
 - Mechanics
 - Business

How To Be Yourself



- ✦ **Talk about life experiences**
 - Family & Childhood Memories
 - Early Struggles to Get Ahead
 - Special Areas of knowledge
 - Unusual Experiences
 - What Life has taught you
- ✦ **Fill your talk with illustrations and examples**
- ✦ **Humanize your talk. Tell us what you think, not what you read in an article.**

Preparation



- ✦ Never memorize a talk word for word
- ✦ Practice your speech as a conversation with a friend
- ✦ Outline the flow from idea to idea
- ✦ What format will you present the information (symposium, demonstration)?
- ✦ Additional stimuli (PowerPoint, lighting & audio)
- ✦ Walk thru the speech out loud, looking for a smooth segue from topic to topic
- ✦ Pre-determine to have a successful speech
- ✦ Act confident....Fake it until you make it!

Check out these styles....



**TWO APPROACHES
TO THE SAME DESIGN**