



**ESSENTIALS of
BECOMING a
POWERFUL and
COMPELLING
PUBLIC SPEAKER**

XAPHES



1

AUDIENCE IS KING

Preparation

2

BE MORE OF WHO YOU ARE

Delivery





**AUDIENCE
IS
KING**

Audience is King

- × Your listener has a vested interest in having their time well spent.
- × They want to gain a benefit or value from engaging with you.
- × They want you to be clear, concise, confident and engaging.
- × The burden of engagement lies with you.
- × HOW we communicate just as important as WHAT we communicate.

*“Before everything else,
getting ready is the secret to
success.”*

- Henry Ford

WIIFThem Worksheet

Who is my audience?	Important elements of the audience demographics (age, gender, education, etc.)?	Audience level of familiarity with topic/content/message
Audience feelings about topic/content/message	Audience feelings about me	Audience goals or expectations
What do I want my audience to know or do after receiving this information?		
How do I want my audience to feel after receiving this information?		
What benefit or value can I offer to my audience?		
If my audience will remember only one thing, what do I want it to be?		

Experience and Engagement

- × Simplify to the core
 - What is the key point? Why does it matter?
- × Create curiosity
 - Fill the gaps of the listener's knowledge
 - Take them on a journey
- × Be real
 - Use real language – be careful of too much jargon
 - Create a simple image in your listener's head
- × Demonstrate credibility
 - Empower data and facts with meaning, context and story to create credibility
- × Induce feeling
 - Emotions help people to remember your message, and more importantly, remember you

*"People will forget what you said,
people will forget what you did,
but people will never forget how
you made them feel."*

- Maya Angelou

Opening/Closing

Hook

- State a problem
- Ask a question
- Make a provocative statement
- Share an impressive statistic
- Recite a quote
- Tell a relevant story
- Use humor
- Use a meaningful prop
- Reference a previous speaker

Rapport

- Show sameness
- Tell a story or ask a question to highlight a potential shared experience
- Demonstrate empathy
- Join the conversation in their heads where people will say to themselves, "Yes, that's true..."

Signposts

- Help your listeners follow along
- Enable listeners to assimilate with your thoughts

Closing

- Summary of main points
- Review of value or benefit to audience
- Call to action or challenge
- Hook

Chunks

<u>Data/Evidence</u>	<u>Examples</u>	<u>Analogies</u>
<ul style="list-style-type: none"> ○ Primacy-recency effect ○ Repetition ○ Teasers ○ Tie back 	<ul style="list-style-type: none"> ○ Before/after ○ Past/future ○ Now/then ○ Problem/solution ○ Decline/growth 	<ul style="list-style-type: none"> ○ Metaphor "Diamond in the rough" "Blanket of snow" "Love is a battlefield" ○ Simile "as stubborn as a mule" "as plain as day" "as wise as an owl"

The Power of Storytelling

- ✗ Creates emotion
- ✗ Enhances memorability
- ✗ Incites action
- ✗ Improves engagement

How to Structure a Story

- ✗ Hook from the beginning
- ✗ Create the scene
- ✗ Build towards the climax
- ✗ Avoid over-detailing
- ✗ Keep it flowing
- ✗ Conclude with a point

A compelling story takes a listener on a journey.

How to Tell an Engaging Story

- ✗ Memorize your story
- ✗ Practice the story
- ✗ Change pitch, tone, volume and pace
- ✗ Use hands and face
- ✗ Interact with the audience

Transitions

- Transitions move your listener from one topic to the next.
- Without transitions, your message seems choppy, disjointed and unorganized.



**BE MORE
OF
WHO
YOU ARE**

When people are nervous, they tend to:

- × Read from notes
- × Don't look at listener(s)
- × Rush to get through it
- × Avoid breathing
- × Speak quickly
- × Speak softly
- × Fidget
- × Grip notes or table

Priming

When we engage in a “thought exercise” of remembering when we have performed well, we will perform well at the next task at hand. Numerous studies have shown that positively primed participants perform significantly better than others who aren't primed.

Visualization

Visualization builds your experience and confidence to perform. Here is how you do it:

- × Think of any activity/task performance that you have coming up
- × Close your eyes
- × See yourself in that space
 - What do you see?
 - Who else is there?
 - What do you hear?
 - What does it smell like?
- × Get as detailed as possible
- × See/hear yourself doing the activity/task at your best
- × Pay attention to the feeling it creates within you

Experts say that you should visualize 10 minutes a day.

In order to mitigate your nerves:

- × Be prepared
- × Embrace the nervous energy
- × Exercise
- × Hydrate with water
- × Avoid caffeine, sugar or dairy
- × Smile
- × Breathe

Breathing

Breathing from your diaphragm helps to:

- × Manage energy, anxiousness or butterflies
- × Ground yourself so you can focus on your audience, be present and convey confidence
- × Lower your pitch
- × Project your voice (rather than raise your volume)
- × Slow down your rate of speech

How to breathe with your diaphragm:

- × Place one hand on your upper chest and the other just below your rib cage.
- × Breathe in slowly through your nose so that your stomach moves out against your hand. This will allow you to feel your diaphragm move as you breathe.
- × The hand on your chest should remain as still as possible.
- × Tighten your stomach muscles, letting them fall inward as you exhale.

The Visual 5



Posture

- × Home Base (standing or sitting)
 - Triangle with you head and shoulders
 - Feet hip-width apart
 - Knees slightly bent
 - Chin up and level
 - Hands at your sides
- × Postures with challenges (standing and sitting)
 - Fig leaf
 - Military
 - Mad Mama
 - Hand in pocket (with hip thrust)
 - Penguin
 - Hands behind the head
 - Hunched over

“Think conversation, not performance.”

- Garr Reynolds



Movement

- × Movement with your entire body is a powerful element in your delivery for a couple of reasons:
 - It can support and reinforce what you are saying
 - It draws your audience’s attention to you
 - It can help to relax you
 - It can decrease the distance between you and your audience to create greater connection and intimacy
- × But be careful of:
 - Pacing
 - Swaying
 - Rocking



Gestures

- × Help paint a more vivid picture in your listener’s head
- × Convey your feelings and attitude
- × Strengthen your listener’s understanding of your message
- × Lend emphasis to particular words or phrases
- × Function as a visual aid

- × Pacifiers
 - Be careful about “pacifier” gestures
 - Pacifiers are when we touch one part of our body with another or a prop to soothe or calm ourselves.
 - They happen unconsciously when we are nervous
 - Hands clasped or rubbing in front of you
 - Tapping fingers
 - Fidget with pen, wedding ring, jewelry
 - Holding on to a lectern, table or chair
 - Touching your neck
 - Touching your hair or clothing

Facial expressions

- × To an audience, your face serves as a barometer for what’s inside you. Your listeners will watch your face for clues about your sincerity, your attitude toward your message and your earnestness in sharing your ideas with them.
- × The key is to be more expressive with your face. It will inspire your audience to want to connect with you.

Eye contact

- × No matter the size your audience may be, each listener wants to feel important, to sense a personal connection with the speaker, and to feel that the speaker is communicating directly with him or her.
- × In one study, speakers who established eye contact were judged more truthful, honest, credible, friendly, and skillful than those who did not. When you look someone in the eye, he or she is more likely to look at you, more likely to listen to you, and more likely to buy you and your message. And vice versa...

The Vocal 5

Pace

- × Think at 400-500 wpm
- × Converse at 180-200 wpm
- × Audiobooks/podcasts at 160 wpm
- × Present (ideally) at 140-160 wpm

Pitch

- × Pitch is determined by the vibration rate in your vocal cords, which drives the highness or lowness in your voice. Research tells us that lower-pitched voices convey authority and credibility for both men and women.
- × The aim is to vary your pitch. It is more engaging to the listener.

Volume

- × Volume is known to be one of the strongest indicators of confidence.
- × If you need to connect with listeners who are further away from you, project your voice, rather than raise your volume.
 - Breathing from your diaphragm is a key factor in projection.
 - Visually focus on your volume coming from your core.
 - Practice throwing your voice towards the back of the room.

Inflection

- × Inflection is the specific pitch used at the end of a word or sentence, with the voice sliding up or down.
 - Upward inflection is used to express doubt, friendliness, surprise or request information.
 - Downward inflection is used to express certainty, command, defiance or indicate statements of fact.

Fillers

- × Fillers typically result from nerves or lack of preparation and can convey uncertainty or lack of confidence.
- × There is no magic bullet to eliminate fillers
 - The most tried and true method is to slow down and literally close your mouth.
 - Record yourself. Then count and notice which fillers you use.
 - Repeat and try to remove the fillers.

Your Commitment

What two techniques will you begin to implement after you leave this program?