

# Becoming The Public Speaker You Want To Hear

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# Brought To You By

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# “Public Speaking” Defined

**Public speaking** (sometimes termed **oratory** or **oration**) is the process or act of performing a presentation (a **speech**) focused around an individual direct speech to a live audience in a structured, deliberate manner in order to inform, influence, or entertain them. Public speaking is commonly understood as the formal, face-to-face talking of a single person to a group of listeners. It is closely allied to "presenting", although the latter is more often associated with commercial activity. Most of the time, public speaking is to persuade the audience.

From Wikipedia, the free  
encyclopedia

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## The Roman Orator Cicero Speaking to the Roman Senate



# Know Your Topic and Your Audience

- ▶ Understand clearly what you're being asked to present
- ▶ Consider what you want to accomplish in the timeframe
- ▶ Develop/review materials appropriate for your audience
- ▶ You're the expert!

# Rehearse, Rehearse, Rehearse!

- ▶ Once the presentation has been developed, try it out:
  - ▶ Are you meeting your objectives?
  - ▶ Does the material make sense for the audience?
  - ▶ Does the presentation fit into the time allotted?
  - ▶ Does it feel good to you?

# What Does The Presentation “Look” Like?

- ▶ Carefully consider the “look” of your materials:
  - ▶ Is your PowerPoint attractive, readable and understandable?
  - ▶ Do your handouts relate to the presentation?
  - ▶ Can everyone see your flipchart – and read your handwriting?

# How Do You Look?

- ▶ Consider rehearsing before a mirror:
  - ▶ What are your gestures, posture and facial expressions telling the audience?
  - ▶ Is your attire appropriate for the audience?
  - ▶ Are you making eye contact with the audience?



# Non-Verbal Communication

- Gestures
- Body language or posture
- Facial expressions
- Eye contact
- Clothing
- Hairstyle
- Tone of voice
- Emotion
- Speaking style

## What's Your Style?

- ▶ Read the statement and rank each statement in the order that they apply to you
- ▶ 4 is most like you
- ▶ 1 is least like you
- ▶ Each box should have a number
- ▶ Do not use a number more than once
- ▶ Subtotal at the bottom of each page, with final results on the last page

# The Results

- ▶ Style A: Directive/Structured
- ▶ Style B: Supportive/Accepting
- ▶ Style C: Active/Energetic
- ▶ Style D: Reflective/Adaptive

# Style A

## Directive/Structural

- ▶ Effective for transmitting technical information that requires little or no interaction with the audience
- ▶ Professional, business-like, organized, neat, structured, direct
- ▶ Assumes learning has occurred when participants understand and can repeat major points
- ▶ Can create distance between the presenter and others

## Style B

# Supportive/Accepting

- ▶ Effective in initiating and reinforcing group cohesion
- ▶ Casual, spontaneous, warm, affirming, responsive
- ▶ Assumes learning has occurred when participants get personally involved in the classroom process
- ▶ May not help group task achievement

# Style C

## Active/Energetic

- ▶ Generates excitement and enthusiasm for learning
- ▶ Charismatic, energetic, articulate, knowledgeable, interesting
- ▶ Assumes learning has occurred when participants agree with the major points of training and are motivated
- ▶ Can be a show-off and get bored when not the center of attention

# Style D

## Reflective/Adaptive

- ▶ Effective in high and low-ambiguity situations
- ▶ Imaginative, creative, flexible, explains complex material well
- ▶ Assumes learning has occurred when there is a behavior change
- ▶ Can be highly intellectual – more focused on intellect than feelings and miss dynamics of the group

## What Did You Learn?

- ▶ Is your style an accurate representation of you?
- ▶ Do you like the results?
- ▶ What will you do with this information?



# Adjust Your Style To Fit The Audience

- ▶ Whatever your “style”, consider adopting aspects of other styles
- ▶ Best speakers have pieces of each style
- ▶ Warning...don't try to be someone else!

# Tips for Good Public Speaking

- ▶ Dealing with **fear and anxiety**
  - ▶ Use brief notes
  - ▶ Begin with the end in mind
  - ▶ Relax and breathe deeply
  - ▶ Avoid being boring – “WIIFM”
  - ▶ Be believable
  - ▶ Arrive early

# Tips for Good Public Speaking

- ▶ **Effective use of your voice**
  - ▶ **Audibility**
  - ▶ **Pace**
  - ▶ **Pitch**
  - ▶ **Articulation/Pronunciation**

# Tips for Good Public Speaking

- ▶ Working with senior adults
  - ▶ Body functions slow down
  - ▶ Visual and hearing sensitivities reduced
  - ▶ Memory and rate of information recall reduced/delayed

# Tips for Good Public Speaking

- ▶ **Dealing with questions**
  - ▶ Anticipate questions and be prepared
  - ▶ Understand what's being asked
  - ▶ Be honest: if you don't know, say so
  - ▶ Maintain control
  - ▶ Use the last question to summarize

# Tips for Good Public Speaking

- ▶ Using visual aids
  - ▶ Consider your audience
  - ▶ Consider the space
  - ▶ Consider your time limitations

# Tips for Good Public Speaking

- ▶ Practice tips
  - ▶ Review your presentation out loud
  - ▶ Use a mirror or video
  - ▶ Anticipate questions
  - ▶ Understand the material

# Final Tips

- ▶ Be prepared
- ▶ Be your best self
- ▶ Listen
- ▶ Don't be afraid of saying "I don't know"



# *Questions/ Comments?*

*Thank You!*