

Effective Public Speaking For Progressives



Welcome to
Toastmasters International
*Making Effective Communication
A Worldwide Reality*

<https://www.toastmasters.org/> (Look for a club in your community)

What is a Presentation?

- A presentation is a verbal exchange between a speaker and an audience. It can be a passive (seat & listen) or active experience.

It is different from a speech in 3 ways:

1. Given Extemporaneously.
(Prepared from an outline; given with notes and without "reading" the prepared text.)
2. Visual Aids.
(Written materials, overhead transparencies, flip chart, PowerPoint slide show.)
3. Includes an element of participation from the audience.
(Questions, dialog, or other audience participation methods.)

Overall Relationship: I need you and you need me!

- Partnership.
- Linkage.
- Coming closer together for increased understanding.

Four Types (Basic Purposes) of Presentations

1. Informative. (Many people call this training)
2. Persuasive.
3. Inspire.
4. Entertaining.



Construction of a Presentation Made Easy

Know Your Audience

What characteristics make up this audience?

(Age, gender, race, organizational affiliation, "new comers", progressives, "old hands".)

- What does the audience know and believe about the subject?
(List five descriptors on paper. This will guide your planning)
- Why am I giving this speech?
(Write down on paper the purpose that involves the audience. Be specific.)

Main Points

- What main message or thesis does the presentation make that I want the audience to remember?
(Use 3-6 complete sentences to write this down on paper.)
- What are the 3 to 5 main points that illustrate the main message?
(Create sub-points in an outline format.)
- How can each of the main points be expressed to make it vivid and alive for the audience?
(Consider an example, analogy, story, joke, quote, gimmick, duo or triad exercise, and/or prop to communicate.)



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Organize your information as follows:

- General to specific.
- Chronological.
- Most important to least important.
- Whole to individual part
- Procedural-step by step; organize from a customer's view.
- Known (by the audience) to the unknown.

The Difference Between the Subject & Main Message

Subject	Main Message
"I will talk about safety today"	"Following safety procedures save lives"

Organize the Presentation into 3 Parts

1. Opening

- Get the audience's attention and tell them what you will tell them and how it will benefit them.
- Use provocative statements, rhetorical questions, quotes, short stories, and examples.
- Usually only lasts 1-5 minutes, depending on the length of the presentation.
- Practice or memorize the first 1-3 minutes to reduce anxiety and tension.



2. Body of Topic

- Use main points.
- Put main points in an appropriate order (see organizing information).
- Don't try to memorize the entire presentation; focus on easy examples or illustrations.
- State your main point and then support it.
- Start with an issue of direct concern to the audience.

3. Closing

- Briefly summarize your main points and focus on your main message that you want them to remember. (Usually 2-5 minutes)
- Recommend a course of action.
- Call the audience to action. Suggest the next step. Be specific.

Things to Remember

- Remember the audience wants you to succeed.
- Know your topic; speak from your own experience. Do your homework and research! Use the library or Internet.
- Use data or statistics sparingly & cite your sources. Only use credible sources.
- Offer ideas, proposals, plans, and resolutions to issues.
- Explain the benefits to the audience.
- Your anxiety or nervousness is natural and appears more on the "inside" than it appears to the audience.
- Know how you want the audience to feel at the end.
- If you have a time limit, time the presentation and stick to the ending time.
- Only use visual aids the audience can see.



Things to Avoid

- Telling a joke to get started. (Especially if you are not a "good" joke teller.)
- Covering "all the bases" before you finish."
- Telling them everything you know about a topic.
- Do not entirely rely on being "natural" or speaking "off the cuff".
- Do not apologize at the beginning of a presentation.

Questions

- **Most Important: Always repeat the question to the audience.**
(It keeps everyone involved and gives you time to think.)
- **Anticipate questions in advance.**
Be ready for who, what, where, when, why, and how questions. The "why" and "how" questions will be the most problematic. Ask other people what questions they think may come up.
- **Avoid emotional responses and don't let yourself be drawn into an argument.**
(Offer to discuss later. Acknowledge differing opinions.)
- **Watch for "loaded" questions.**
- **Do not "bluff" an answer.**
(Say, "I Don't Know" or "I'm Not Qualified to Respond to That". Offer to follow-up and work with the person later.)



Speaking Engagement Information

(This form to be used by a presenter)

Date:

Start Time:

End Time (Always honor this):

Contact Person:

Name, Postal and E-mail Address, Web Site, Telephone Numbers (Business, Home, Mobile)

Will someone introduce me? Do I need a prepared introduction?

Name of Group/Audience:

Size:

Audience Characteristics or Demographics:

What is the Audience's Prior Knowledge or Attitude to the Topic or Main Message?

Location:

(Building/Room Number, Address, Telephone Number, Hours of Access; Parking-?)

Questions and Answer Component?

Yes___ No___

If so, how long?

Equipment

Overhead Projector

Yes___ No___

Flip Chart

Yes___ No___

PowerPoint (lap top computer, screen, and large screen projector)

Yes___ No___

White Board.

Yes___ No___

Handouts Needed:

Yes ___ No ___



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