

WIOA

Professional Development

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Find Your Voice: Best Practices on Public Speaking

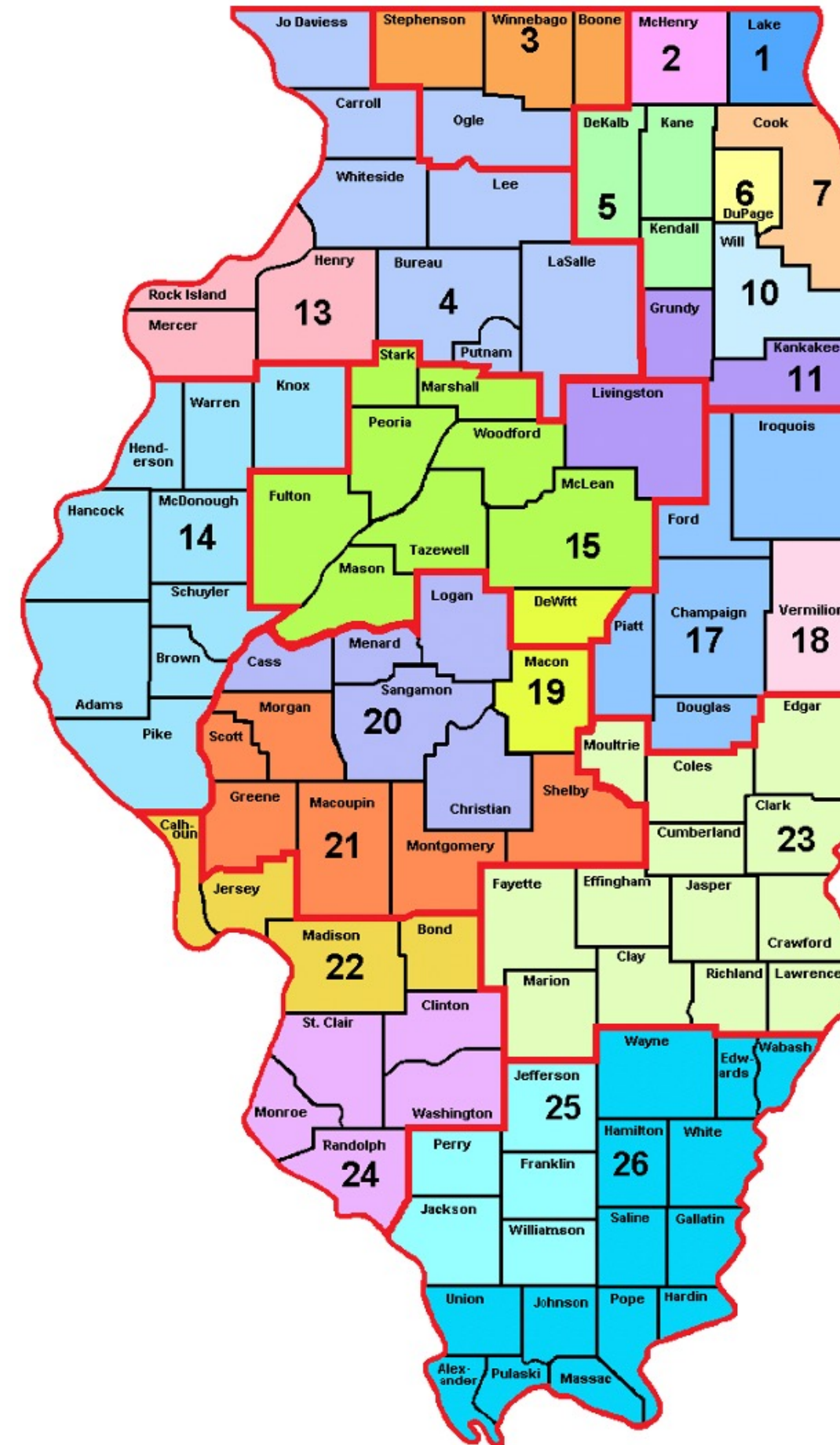
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Where is
Your Local
Area?



Which partner do you best represent?



Poll




How comfortable are you with

- Face-to-face communication?
- Telephone/electronic communication
- Meetings/group communication
- Presentations/single communication?



Poll

 You are told by your supervisor you have 5 minutes to prepare for an impromptu presentation to the board about a current project your supervisor assigned you a week ago. How would you feel mentally/physically?
(check all that apply)

- Nervous
- Anxious
- Unprepared
- Increased heart rate
- Sweaty Palms
- Racing Thoughts



Communication

Apprehension




Communication apprehension is the level of anxiety triggered by the real or anticipated communication act, as defined by McCroskey. The fear of judgment from the audience and self-image is what fuels the anxiety.



Natural

Nervousness

-  The key to finding your voice is embracing your nerves
- Nerves keep you focused
 - Keep you from procrastinating

Harvard Business School professor Alison Wood Brooks states: "The argument is that anxiety and excitement are actually very, very close, but anxiety and calmness are too far apart."



Pre-performance

Rituals

 According to Brooks, "focusing on excitement *increases performance.*"

 Telling people to calm down is actually counterproductive



Pre-performance

Rituals

 *Pause & Breathe*

 *Remind yourself why you care*

 *Visualize the entire presentation*


 *Listen to a song that gives you positive energy*




Management Strategies



 Reality Testing (cognitive restructuring)

 Selective Relaxation (systematic desensitization)

 Visualization

 Skills Training

Reality

Testing/Cognitive

Restructuring



Brainstorming the worst scenarios
and restructuring your thinking



What if my PowerPoint fails?
What if I forget my outline?
What if I get sick?
What if I have pit stains?

Selective Relaxation/ Systematic Desensitization



Listening to music, deep breaths, episode of Netflix, exercise something physical and restructuring your thinking



What if my PowerPoint fails?
What if I forget my outline?
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Visualization

 Visualize giving a great speech with confidence and authenticity





Skills Training



Professional Development
Audience Analysis

Poll







Have you ever presented during a meeting, especially virtually, and felt like no one is paying attention? No one is listening?

- Yes, all the time
- Sometimes, depends on my audience
- No, never








Adapt to your Audience

-  Relevance- Can they relate to the topic on a personal, professional, or social level?
-  Intensity- inflection, rate, & alliteration
-  Contrast- comparing and contrasting concepts about your presentation to give an all-encompassing picture
-  Repetition- repeating your intensity words, repeating concepts, and facts to drive points home. Ending and Beginning with the same quotes, bringing your speech full circle



Analyze your Audience



-  Consider the knowledge level of the audience- complete an audience analysis
-  Consider the time of day
-  Consider closing remarks-- will you integrate speakers before you? Primacy/Recency Effect
-  Consider the Audience's Makeup & Perspective- Diversity, position level, Gender, affiliations, values, beliefs, attitudes. --If you adapt your speech to reflect areas of common concern, your audience's likelihood they will give you a fair hearing will heighten.
-  Be audience-centered- Use Empathy- When your words resonate, audiences will become more engaged

Analyze your Audience: Game Plan



I have considered the demographic factors of my audience and strategized the best approach for my speech.



I have a good understanding of my audience's values, beliefs, and attitudes toward my topic and my audience's perception of me as the speaker.




I understand the purpose of my presentation, and I know what my audience expects of me

How does the Audience Perceive you?

 What's your Ethos level? Credibility level? Initial, Derived, Terminal?

If you believe the audience doesn't acknowledge your authority to speak on a topic? Work experiences into your presentation that qualify you to speak on the topic. Relate your own experiences.




 What your audience thinks of you could change the way they respond to your message. Your credentials and your reputation accompany you to the podium.

What if you know audience members don't look favorably on you? Ask yourself: do they lack information about you, have received misinformation about you, or have a legitimate reason for holding the judgment.

Adjust to your Speaking

Situation

 When you have to deliver a presentation in person? Do you go get the presentation room ready? Set up your slides? Make sure each attendee has the materials they need?


 Don't forget to Spruce up Your Zoom Room too!

- Set up the (Zoom) Room

- Lighting
- Camera Placement
- Background
- Audio Test
- Media Test

 • Allow Interaction from the Outset

- Polls
- Chat feature
- Breakout rooms

 • Don't be ashamed to use notes

 • Show your Camera & 'Dress for Success'

Time Management for Speakers



 **Data Dump**- Ever single miniscule part of the topic, 100 power point slides, with so much information.

 **Every Minute Accounted for**- Death by PowerPoint, message isn't clear, 200 slides in 20 minutes.

 **Hone Your Message**-Birds eye view, what's the key takeaway or point? What's your call to action?


 **Brevity**- If you have an hour speech, plan for 40 minutes, with 10-15 minutes for Q&A

 **Simplicity**- Keep is simple, short, and to the point.

 **Practice your Timing**- Record yourself, time yourself with your phone, practice on a family member.

Expressing Ideas with Power & Conviction

 **Know your Audience-** Fellow peers, other professional groups, students, clients, or consumers?

 **Keep it Simple-** Your goal should be for the audience to feel smart. "The curse of knowledge is that once you know something, you forget what it was like when you didn't know it."

 **Emphasize Connection over Content-** Build your presentation from an emotional or at least relevant place, raffling off facts and figures isn't effective if you can't make them real world applicable or at least provide examples

 **Be authentic-** Who better to speak with conviction than you? Be yourself!

 **Diversify your Delivery-** Use visuals, engagement, and listening.

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Questions?