



Professional Development

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# Find Your Voice: Best Practices on Public Speaking

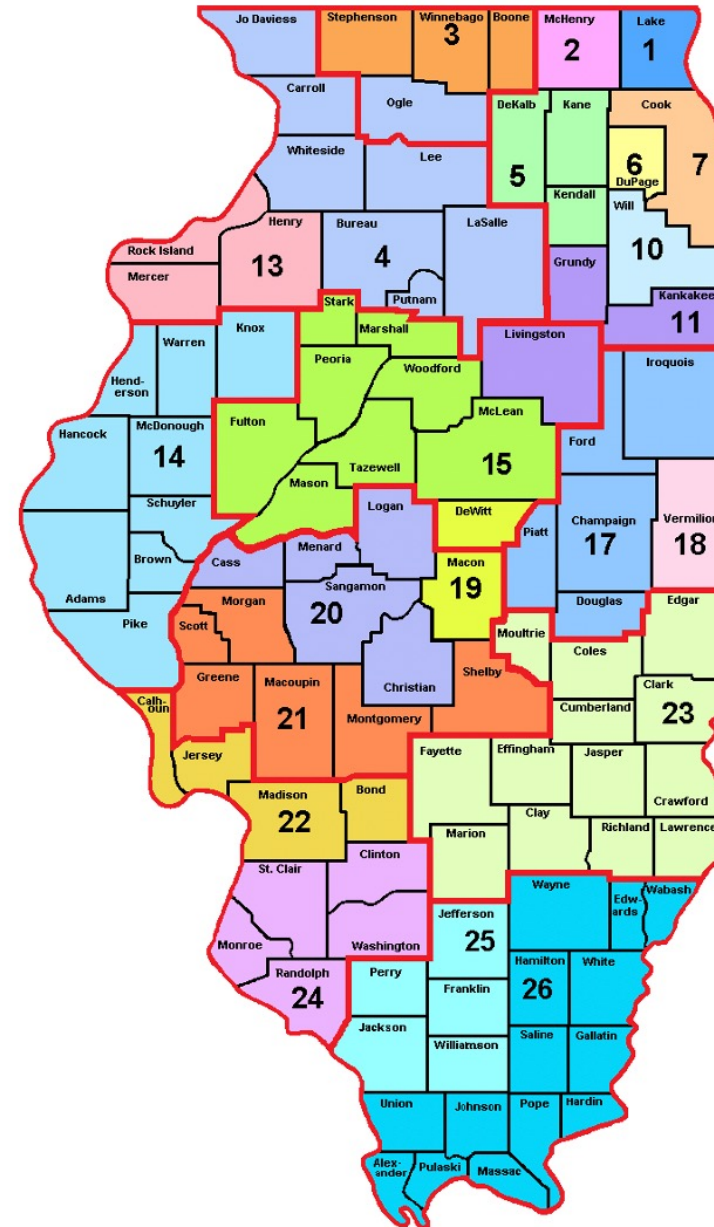
September 13, 2023



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# Where is Your Local Area?



# Which partner do you best represent?



# Poll

- Which form(s) of communication are you most comfortable with?
  - Telephone/electronic communication
  - Face-to-face 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 OET management team about a current project your supervisor assigned you a week ago. How do 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
  - "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 have a panic attack?

# Selective Relaxation/ Systematic Desensitization



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

What is something you have  
found to be effective?



# Visualization

- Visualize giving a great speech with confidence and authenticity





## Skills Training

Professional Development

Audience Analysis

Practice Presentation

Prepare for Virtual Presentations

# 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





# Listening & Engagement

- Presentations are a two way street- Engagement
- Count to 7 in your head virtually
- Stop & Listen
- People on the call are REAL people Collectively

Digestive



# Listening

“You can have the best message in the world, but the person on the receiving end will always understand it through the prism of his or her own emotions, preconceptions, prejudices, and preexisting beliefs.”

# Listening

“It’s not enough to be correct or reasonable, or even brilliant. The key to successful communication is to take the imaginative leap of stuffing yourself into your listen’s shoes to know what they are thinking and feeling in the deepest recesses of their mind and heart. How that person perceives what you say is even more real, at least in a practical sense, than how you perceive yourself.” –Frank Luntz, *Words That Work: It’s Not What You Say, It’s What People Hear.*

# Adapt to your Audience

- Relevance
- Intensity
- Contrast Repetition



# Analyze your Audience



Consider the knowledge level of the audience- complete an audience analysis



Consider the time of day



Consider closing remarks- Primacy/Recency Effect



Consider the Audience's Makeup & Perspective



Be audience-centered- Use Empathy



# Analyze your Audience: Game Plan



Have I considered the demographic factors of my audience and strategized the best approach for my speech?



Do 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?



Do 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?

What your audience thinks of you could change the way they respond to your message.

What if you know audience members don't look favorably on you?

# 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!

Allow Interaction from the onset

- Polls
  - Chat feature
  - Breakout rooms
- 
- Don't be ashamed to use notes
- 
- 
- Show your Camera & 'Dress for Success'



# Time Management for Speakers

Data Dump

Every Minute Accounted

Hone Your Message Brevity

Simplicity

Practice your Timing





# Expressing Ideas with Power & Conviction

Know your Audience

Keep it Simple

Emphasize Connection over Content

Be authentic

Diversify your Delivery

Be Prepared

# Resources: Books

- Art of Public Speaking-Dale Carnegie
- The Quick and Easy Way to Effective Speaking-Dale Carnegie
- How to Develop Self-Confidence & Influence People by Public Speaking- Dale Carnegie
- Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds-Carmine Gallo
- Confessions of a Public Speaker- Scott Berkun
- Presentation Zen: Simple Ideas on Presentation, Design, & Delivery- Garr Reynolds
- Resonate: Present Visual Stories that Transform Audiences-Nancy Duarte
- Made to Stick: Why Some Ideas Survive and Others Die- Chip and Dan Heath

# Resources: Articles

- [To Overcome Your Fear of Public Speaking, Stop Thinking About Yourself](#)
- [7 Principles of Effective Public Speaking](#)
- [Better Public Speaking: Becoming a Confident, Compelling Speaker](#)
- [Adapting to Your Audience](#)
- [Adapting to Your Audience](#)
- [Adjust to Your Speaking Situation](#)
- [Presentation Management Strategies](#)
- [Overcoming Communication Apprehension](#)
- [Better Expressing Ideas with Power and Conviction](#)



# Resources: Podcasts

- [The Speakers Secrets](#)
- [The Speaking Show with David Newman](#)
- [The Speaking Club: Mastering the Art of Public Speaking](#)
- [Fearless Presentation](#)
- [No Sweat Public Speaking!](#)
- [2- Minute Talk Tips](#)

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Questions?