

# Communication – Public Speaking

## *Facilitator's outline*

**Recommended Reading:** Communicating for a Change by Andy Stanley and Lane Jones

### **Facilitator's Summary:**

- The two videos should be played back-to-back. You can end the second video after he and his wife hear the recording.
- One of the top fears for Americans is public speaking. Mastering this skill will make our clients stand out in the marketplace.
- Everyone has heard both good and bad examples of public speakers. Draw on the experiences of the clients to get good examples of what to do and what not to do. Questions about those experiences will help to create a better vision in their mind of how to give a good speech and what to avoid.
- Make sure you emphasize the need to do the reflection as they will be giving a their 5 minute speeches tomorrow.

**Objective:** The client will begin to learn about and develop the skills to become an effective public speaker.

## **Hook:**

**Video Discussion: Video 1:** The King's Speech – To Be or Not To Be:

[https://www.youtube.com/watch?v=VNldbOKp\\_S8](https://www.youtube.com/watch?v=VNldbOKp_S8)

**Video 2:** The King's Speech – To Be or Not To Be (Played Back):

[https://www.youtube.com/watch?v=uadvv\\_uZ0pc](https://www.youtube.com/watch?v=uadvv_uZ0pc)

**Question:** Why was Bertie impatient with Lionel?

**Answer:** He was convinced that no one could help him speak well and wanted to avoid the embarrassment.

**Question:** How did Bertie's pride make the lessons take longer than they should have?

**Answer:** Instead of just listening to the record, he stormed off.

**Question:** Why do you think the music helped Bertie speak more clearly?

**Answer:** He relaxed and just spoke without being self-conscious.

**Quote:** "There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience." - By Alexander Gregg

## Engage:

### **One of the most useful skills that you need to learn as the CEO of your life is the skill of public speaking.**

- Public speaking is a skill. You can work on it and get better with practice.
- Some people are natural-born public speakers, but all of us can learn the basics and improve with practice.
- Speaking to a group of people can be used in many different areas of your life.
- Public speaking can be used to sell a product, a company, or an organization.
- Public speaking can be used to convince people of the value of your idea.
- Public speaking can be used in teaching or training.
- Public speaking can be used among friends for speeches at weddings, funerals, birthday parties, or to lead the group.
- As a CEO, public speeches will be the way that you transmit your vision to your employees, whether it is a formal speech in a large room or a speech around a table at lunch.
- Public speaking, the art of transferring ideas to more than one person at a time, is a skill that every leader must master.
- We will give you some of the basics to help you build a foundation.

**Quote:** “If you don’t know what you want to achieve in your presentation your audience never will.”  
- By Harvey Diamond

### **Get to know the subject you are speaking about.**

- Make sure that your facts are accurate.
- Make sure that your speech contains useful information.
- People love to learn. Give them the opportunity to do that through your speech.
- Prepare your speech fully and practice giving it in front of a mirror or video camera.

### **The more you practice it out loud, the less nervous you will be when you actually speak. Preparation creates confidence.**

- Don’t try to wing it. Most speech failures come from being under-prepared instead of being nervous. People will excuse your nervousness. They would be nervous, too. What they will not excuse is you being unprepared and wasting their time.
- Prepare the notes that you will use on the day of the speech.
- Ask the organizer how long you will be expected to speak.
- Always stay within those time constraints. It is better to be short than even a little bit too long. When people get past the time they expected you to speak, they will start to tune you out.
- Keep your speech as short as possible while still completely covering the material. You don’t want them to leave and wonder what you were talking about.
- It is always better to leave an audience wanting more than for them to wish that you have quit earlier.

- Practice your speech to make sure that it fits within the time limits. On the day of the speech, you will most likely speak a little bit faster than normal, so it should be shorter than the practice time. However, don't count on this. Make sure you come in under the expected time limit.
- Get someone else to listen to or read your speech before you give it. Listen to their feedback.
- Edit your speech. Make sure that you don't repeat yourself. Make sure that you are not getting off topic. Make sure every story has a clear connection to your speech. Don't talk about yourself too much.
- Don't drown the audience with information. Stay on the point of the speech.

**Quote:** "Best way to conquer stage fright is to know what you're talking about." - By Michael H. Mescon

## Get to know your audience.

- Who are you going to be speaking to?
- What are the characteristics of the group? For example, are they all older people? Are they all from the same political party? What do they have in common?
- Speak in the common language of the group that you are speaking to. For example, don't talk about technical terms with a group of people that wouldn't understand what you are talking about. Don't use slang with people who don't understand it. Don't use insider language (the language of your group) with
- Prepare your speech with your audience in mind. Think about what they know and what they don't know. Make sure that you give details about the things that they don't know. It will help them. Make sure that you don't spend a lot of time giving details about things that they do know. It will bore them.
- Determine what the main point of the speech will be. Decide what you want the audience to know or do when you are finished speaking. Build your speech so that they will be able to tell both the main point and what they are supposed to know or do about what they heard to anyone who asks afterward.
- Don't try to impress the people with what you know. Make the speech simple and easy to understand. Keep the audience connected. If you use language they don't understand, they will stop listening to you. If you try to show off, they will stop listening. Your job is to help them, not to impress them.
- If you are talking about difficult subjects, make them simple enough to understand. Don't use a big word when a more common word will do. Break down hard ideas with illustrations or comparisons.

If the people you are speaking to don't know you, open with a short introduction of yourself. Don't try to impress them. Let them know who you are as a person. Give a very short summary of your history. For example, talk about what your job is, whether you are married and have kids, how long you've been working at that job, where you live, etc. Two or three sentences should do. People expect that you will have something good to say because you have been given the chance to speak, but they still want to know that you are a real person.

- Connect with your audience through an appropriate joke, short story, or a rhetorical question. People will relax if they laugh. Their brains are wired to follow a story and enjoy thinking about important questions. Don't overdo it on humor or stories. The audience will get bored and tune out your speech.
- Practice, practice, practice. When you are finished practicing, practice again. Every time you go through the material, it will improve your confidence. Visualize yourself speaking in front of the crowd as you practice. It will create confidence.

**Quote:** "No one ever complains about a speech being too short!" - By Ira Hayes

## **Create as much comfort as you can on the day of your speech.**

- Be early. If you are late, you will create unnecessary stress that will come through in your speech.
- Make sure that you have your notes or cue cards. There's nothing worse than showing up unprepared to speak.
- Prepare for emergencies like lost notes. Have a copy with another person or available on your phone. Try to always have a backup plan.
- Wear appropriate clothing. If you are under-dressed for the occasion, you will feel self-conscious and be distracted. The same thing is true of being overdressed. Wear clothing that you are comfortable in, no matter what you choose. Find out what type of clothing you should wear from the organizer. Take care of your personal grooming.
- If you have the opportunity before the speech, talk to some of the audience members. Make some new friends among them. It will relax you and help you realize that you are speaking to real people.
- Get plenty of sleep the night before. Make sure that you get up in time to be fully awake when you speak.
- Use the bathroom long before it is time for you to speak.
- If possible, go in and familiarize yourself with the place that you will be speaking and make sure you are aware of any microphone or technology (like PowerPoint) that you will be using. Make sure that you have already worked out where you will put your notes.

**Quote:** "90% of how well the talk will go is determined before the speaker steps on the platform." - By Somers White

## **When you deliver your speech, your goal is to speak to the people in the audience, not just deliver the information.**

- People want you to talk to them, not talk at them.
- Look them in the eye. Don't just look down at your notes. Write your notes in such a way that you can find your place easily after you look away from them. Use highlighting, boldface, underlining, spacing, or whatever tool you need to be able to look down and quickly find your place. If you spend a lot of time looking for your place in your notes, your audience will begin to feel uncomfortable and stop listening to you.

- Don't start your speech off by announcing how nervous you are. Most likely, you are the only one who knows it. Announcing that you are nervous will make everyone nervous for you. Instead of relaxing and listening to you, they will look for you to mess up. You want them to focus on what you say, not how you say it.
- Speak slower than you think is necessary. Since our heart beats faster when we are nervous, we tend to speak faster. Speaking slower will make your speech easier to listen to and will make you feel less nervous. Speak as if you were talking to one person instead of a room full of people.
- Maintain good posture. Slumping, hunching over, looking away, or turning away from the audience will make them less likely to listen to you. Standing straight and tall with your head and shoulders back will make you appear and feel more confident.
- Keep your energy up as you speak. Be interested. Use your voice to create varying inflections. We communicate more information through the way we say something than by what we actually say.
- Smile. It will create positive emotions in the room.
- Use natural gestures with your hands. Don't be over-animated with your arms swinging wildly around. It will distract your audience. Don't be stiff without movement. Our body language adds a lot of information to what we are saying. It is very natural for us to use our hands to add emphasis to what we say in our speech.
- If you make a mistake, laugh about it. Getting upset will just add to your stress. Making a mistake is not the end of the world. Everyone in the room will sense your tension. If you make a joke about it, they will laugh with you and relax. Don't be your own worst critic. This is not life or death: it is just a speech.
- Have fun. This is an adventure. Your attitude will be infectious and the audience will pick up on it.

**Quote :**“If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack.”  
- By Winston S. Churchill

## Discussion:

1. If you had to speak tomorrow for 5 minutes on one of our former lessons, which one would you choose?
2. Why do you think it would make a good subject for you to speak about?
3. What would be your focal point from that lesson?
4. What would you want people to hear and learn or do after they heard your speech?
5. How would that improve their life?

## Reflection:

In your notebook this evening please do the exercise listed below.

Take time to prepare a 5 minute speech on the lesson you picked earlier today. You will present your speech tomorrow at the beginning of class.

# Communication – Public Speaking

*Participant worksheet*

## Video Discussion:

Why was Bertie impatient with Lionel?

---

How did Bertie's pride make the lessons take longer than they should have?

---

Why do you think the music helped Bertie speak more clearly?

---

**Quote:** "There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience." - By Alexander Gregg

## Engage:

**One of the most useful skills that you need to learn as the CEO of your life is the skill of public speaking.**

- Public speaking is a skill. You can work on it and get better with practice.
- Some people are natural-born public speakers, but all of us can learn the basics and improve with practice.
- Speaking to a group of people can be used in many different areas of your life.
- Public speaking can be used to sell a product, a company, or an organization.
- Public speaking can be used to \_\_\_\_\_ people of the value of your idea.
- Public speaking can be used in teaching or training.
- Public speaking can be used among friends for speeches at weddings, funerals, birthday parties, or to lead the group.
- As a CEO, public speeches will be the way that you transmit your vision to your employees, whether it is a formal speech in a large room or a speech around a table at lunch.
- Public speaking, the art of \_\_\_\_\_ ideas to more than one person at a time, is a skill that every leader must master.
- We will give you some of the basics to help you build a foundation.

**Quote:** “If you don’t know what you want to achieve in your presentation your audience never will.”  
- By Harvey Diamond

### **Get to know the subject you are speaking about.**

- Make sure that your facts are accurate.
- Make sure that your speech contains useful \_\_\_\_\_.
- People love to learn. Give them the opportunity to do that through your speech.
- Prepare your speech fully and practice giving it in front of a mirror or video camera.
- The more you practice it out loud, the less nervous you will be when you actually speak. \_\_\_\_\_ creates confidence.
- Don’t try to wing it. Most speech failures come from being under-prepared instead of being nervous. People will excuse your nervousness. They would be nervous, too. What they will not excuse is you being unprepared and wasting their time.
- Prepare the notes that you will use on the day of the speech.
- Ask the organizer how long you will be expected to speak.
- Always stay within those time constraints. It is better to be short than even a little bit too long. When people get past the time they expected you to speak, they will start to tune you out.
- Keep your speech as short as possible while still completely covering the \_\_\_\_\_. You don’t want them to leave and wonder what you were talking about.
- It is always better to leave an audience wanting more than for them to wish that you have quit earlier.
- Practice your speech to make sure that it fits within the time limits. On the day of the speech, you will most likely speak a little bit faster than normal, so it should be shorter than the practice time. However, don’t count on this. Make sure you come in under the expected time limit.
- Get someone else to listen to or read your speech before you give it. Listen to their feedback.
- Edit your speech. Make sure that you don’t repeat yourself. Make sure that you are not getting off topic. Make sure every story has a clear \_\_\_\_\_ to your speech. Don’t talk about yourself too much.
- Don’t drown the audience with information. Stay on the point of the speech.

**Quote:** “Best way to conquer stage fright is to know what you’re talking about.” - By Michael H. Mescon

## Get to know your audience

- Who are you going to be speaking to?
- What are the \_\_\_\_\_ of the group? For example, are they all older people? Are they all from the same political party? What do they have in common?
- Speak in the common language of the group that you are speaking to. For example, don't talk about technical terms with a group of people that wouldn't understand what you are talking about. Don't use slang with people who don't understand it. Don't use insider language (the language of your group) with people who are outsiders of the group.
- Prepare your speech with your audience in mind. Think about what they know and what they don't know. Make sure that you give details about the things that they don't know. It will help them. Make sure that you don't spend a lot of time giving details about things that they do know. It will bore them.
- Determine what the main point of the speech will be. Decide what you want the audience to know or do when you are finished speaking. Build your speech so that they will be able to tell both the main point and what they are supposed to know or do about what they heard to anyone who asks afterward.
- Don't try to \_\_\_\_\_ the people with what you know. Make the speech simple and easy to understand. Keep the audience connected. If you use language they don't understand, they will stop listening to you. If you try to show off, they will stop listening. Your job is to help them, not to impress them.
- If you are talking about difficult subjects, make them simple enough to understand. Don't use a big word when a more common word will do. Break down hard ideas with illustrations or comparisons.
- If the people you are speaking to don't know you, open with a short \_\_\_\_\_ of yourself. Don't try to impress them. Let them know who you are as a person. Give a very short summary of your history. For example, talk about what your job is, whether you are married and have kids, how long you've been working at that job, where you live, etc. Two or three sentences should do. People expect that you will have something good to say because you have been given the chance to speak, but they still want to know that you are a real person.
- Connect with your audience through an appropriate joke, short story, or a rhetorical question. People will relax if they laugh. Their brains are wired to follow a story and enjoy thinking about important questions. Don't overdo it on humor or stories. The audience will get bored and tune out your speech.
- Practice, practice, practice. When you are finished practicing, practice again. Every time you go through the material, it will improve your \_\_\_\_\_. Visualize yourself speaking in front of the crowd as you practice. It will create confidence.

**Quote:** "No one ever complains about a speech being too short!" - By Ira Hayes

## **Create as much comfort as you can on the day of your speech.**

- Be early. If you are late, you will create unnecessary stress that will come through in your speech.
- Make sure that you have your notes or cue cards. There's nothing worse than showing up unprepared to speak.
- Prepare for \_\_\_\_\_ like lost notes. Have a copy with another person or available on your phone. Try to always have a backup plan.
- Wear appropriate clothing. If you are under-dressed for the occasion, you will feel self-conscious and be distracted. The same thing is true of being overdressed. Wear clothing that you are comfortable in, no matter what you choose. Find out what type of clothing you should wear from the organizer. Take care of your personal grooming.
- If you have the opportunity before the speech, talk to some of the audience members. Make some new friends among them. It will \_\_\_\_\_ you and help you realize that you are speaking to real people.
- Get plenty of sleep the night before. Make sure that you get up in time to be fully awake when you speak.
- Use the bathroom long before it is time for you to speak.
- If possible, go in and \_\_\_\_\_ yourself with the place that you will be speaking and make sure you are aware of any microphone or technology (like PowerPoint) that you will be using. Make sure that you have already worked out where you will put your notes.

**Quote:** "90% of how well the talk will go is determined before the speaker steps on the platform." -  
By Somers White

## **When you deliver your speech, your goal is to speak to the people in the audience, not just deliver the information.**

- People want you to talk to them, not talk at them.
- Look them in the eye. Don't just look down at your notes. Write your notes in such a way that you can find your place easily after you look away from them. Use highlighting, boldface, underlining, spacing, or whatever tool you need to be able to look down and quickly find your place. If you spend a lot of time looking for your place in your notes, your audience will begin to feel \_\_\_\_\_ and stop listening to you.
- Don't start your speech off by announcing how nervous you are. Most likely, you are the only one who knows it. Announcing that you are nervous will make everyone nervous for you. Instead of relaxing and listening to you, they will look for you to mess up. You want them to focus on what you say, not how you say it.

- Speak slower than you think is necessary. Since our heart beats faster when we are nervous, we tend to speak faster. Speaking slower will make your speech easier to listen to and will make you feel less nervous. Speak as if you were talking to one person instead of a room full of people.
- Maintain good \_\_\_\_\_. Slumping, hunching over, looking away, or turning away from the audience will make them less likely to listen to you. Standing straight and tall with your head and shoulders back will make you appear and feel more confident.
- Keep your energy up as you speak. Be interested. Use your voice to create varying inflections. We communicate more information through the way we say something than by what we actually say.
- Smile. It will create positive \_\_\_\_\_ in the room.
- Use natural gestures with your hands. Don't be over-animated with your arms swinging wildly around. It will distract your audience. Don't be stiff without movement. Our body language adds a lot of information to what we are saying. It is very natural for us to use our hands to add emphasis to what we say in our speech.
- If you make a mistake, laugh about it. Getting upset will just add to your stress. Making a mistake is not the end of the world. Everyone in the room will sense your tension. If you make a joke about it, they will laugh with you and relax. Don't be your own worst critic. This is not life or death: it is just a speech.
- Have fun. This is an adventure. Your \_\_\_\_\_ will be infectious and the audience will pick up on it.

**Quote:** "If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack."  
- By Winston S. Churchill

Discussion:

If you had to speak tomorrow for 5 minutes on one of our former lessons, which one would you choose?

---

Why do you think it would make a good subject for you to speak about?

---

What would be your focal point from that lesson?

---

What would you want people to hear and learn or do after they heard your speech?

---

How would that improve their life?

---