

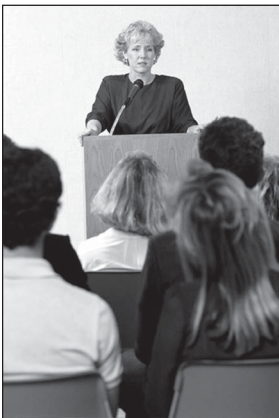
Stand Up and Deliver: Public Speaking Made Easy

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As the members enter the room, have a bag of items for them to select from and keep during the meeting. (These items will be used in Activity 2.) The items may include a stick of chewing gum, a candy bar, a cough drop, a bobby pin, a paper clip, a coin, and a bandage. Make sure you have enough items in the bag for every person attending the meeting.

Speaking in public is a common source of stress. Many people would like to avoid this stress entirely, but speaking is an important method of communicating information and expressing ideas. It is a primary medium for presenting and selling products and ideas. Being able to verbally communicate effectively to others or to groups, large and small, is essential in school, business, social situations, and your personal life.

The truth about public speaking is that IT DOES NOT HAVE TO BE STRESSFUL! If you understand the hidden causes of stress, prepare for speaking in public, and keep just a few key principles in mind, speaking will soon become a satisfying experience for you.



This program topic will help the participants to:

- plan and organize their thoughts for presentations
- gain self-confidence before a group
- understand skills in researching a topic and presenting it before a group



Activity 1:

Have members answer the following questions to test their knowledge and understanding of overcoming anxiety about speaking in public. Discuss the different answers with the group. Have fun while you are discussing the questions and answers.

1. Why are people afraid to speak to groups?
 - a. They are afraid of looking foolish
 - b. Public speaking is not a natural act
 - c. They are cowards
2. What is one trick to overcome speaking fear?
 - a. Stay away from strangers
 - b. Be well-prepared before speaking
 - c. Drink plenty of alcohol before you talk
3. How can you be well-prepared to speak?
 - a. Achieve an hypnotic spell on yourself
 - b. Know your information
 - c. Know how to quickly exit the room

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4. How can you reduce your fear of the audience?
 - a. Face the other direction when you speak
 - b. Use threatening gestures at listeners
 - c. Visualize them as your family or friends
5. Why should you practice your speech?
 - a. To irritate those around you
 - b. To increase your fear
 - c. To give you confidence
6. Where is a good place to hone your speaking skills?
 - a. On a busy street corner
 - b. In the public library
 - c. In a group or club

The way to overcome the fear of speaking to a group is to make sure you are well-prepared, have some backup material ready in case you forget your lines, visualize your audience as your family or friends, and practice as much as you can before you speak.

10 Tips for Successful Public Speaking

Feeling some nervousness before giving a speech is natural and healthy. Your hands may sweat, and your mouth may go dry. Your knees may shake, and a quaver may affect your voice. Your heart may race, and those butterflies may invade your stomach. All this just shows you care about doing well. But too much nervousness can be detrimental.

Here's how you can control your nervousness and make effective, memorable presentations:

1. **KNOW** your room. Be familiar with the place in which you will speak. Arrive early, walk around the speaking area, and practice using the microphone and any visual aids.
2. **KNOW** the audience; greet some of the audience as they arrive. It's easier to speak to a group of friends than to a group of strangers.
3. **KNOW** your material. If you're not familiar with your material or are uncomfortable with it, your nervousness will increase. Practice your speech and revise it if necessary.
4. **RELAX**. Ease tension by doing exercises. **BREATHE!**
5. Visualize yourself giving your speech. Imagine yourself speaking in a loud, clear, and assured voice. When you visualize yourself as successful, you will be successful.
6. Realize that people want you to succeed. Audiences want you to be interesting, stimulating, informative, and entertaining. They don't want you to fail.
7. Don't apologize. If you mention your nervousness or apologize for any problems you think you have with your speech, you may be calling attention to something they hadn't noticed. Keep silent.

8. Concentrate on the message – not the medium. Focus your attention away from your own anxieties; focus on your message and your audience. Your nervousness will dissipate.
9. Turn nervousness into positive energy. Harness your nervous energy and transform it into vitality and enthusiasm.
10. Gain experience. Experience builds confidence, which is the key to effective speaking. So ask to give presentations or to speak in public often.

Three Ms of Public Speaking

At some time in our lives, every one of us will have to speak in public. According to research, public speaking is the #1 fear in a person's life. Following the three Ms will eliminate the anxiety and greatly enhance your confidence level when speaking.

Messenger: Remember, as the messenger, your influence with the audience is determined 7 percent by what you say, 38 percent by how you say it, and 55 percent by how you look and behave. Therefore, you must know your subject, know yourself, and know your audience. Here are other factors to consider.



1. Dress appropriately for the occasion.
2. Be yourself.
3. Trust your ability. You have been asked to speak on the subject, and you are the expert.
4. Make eye contact! Look around the room as you talk. It keeps the people interested.
5. If you stumble, do not repeat yourself or apologize.
6. Be fully prepared and visualize yourself as a success.

Expect to be anxious but understand that you can turn that anxiety into enthusiasm and vitality.

Medium: Because the medium has a positive or negative effect on your presentation, it is important to have control of this element. Your medium includes:

1. The environment or place where the presentation is given
2. Props you will be using, such as note cards, audiovisual equipment, and room setup
3. Audience and activities
4. Handouts

How do you start being in control of this element? First, arrive early the day of your presentation and visit the place you will be speaking. If it is needed, rearrange the room or place the speaker's platform or podium close to the audience or, if you have the equipment, use a portable microphone so you can walk around. Next, think about audience participation during your speech. Is the activity appropriate for the size of the audience, and does the room allow for large group activities? In addition, make sure that the equipment is working and that the audience can see the screen, overheads, or charts. If you use handout materials, make sure to have enough copies for everyone.

Remember, if the room temperature and seats are comfortable, the audience can hear and see you and feel actively involved in your presentation – your speech will be successful. So, take control of your medium because it's your time to stand up and deliver the message.

Message: The message is the “heart” of the presentation. If you give your audience something of value, you will have fulfilled your mission.

First, determine the overall purpose of your speech. Is the message to inform, educate, entertain, inspire, or convince? Also, predetermine the speaking approach you will be using. Will the presentation be lecture, dialogue, audience participation, or question-and-answer?

After you determine this, your message should:

1. Capture the attention of your audience. Have a “POW” or “WOW” statement. This could include a question, statistic, personal information, fact, original observation, etc. Example: Did you know that...
2. Be focused on two or three main points.
3. Not sound too formal, but conversational.
4. Reflect your preparation. Rehearse the speech in front of friends or at least out loud to yourself.
5. Use carefully chosen words.
6. Be delivered clearly and loudly. If your audience can't hear you, they can't understand you.
7. Appeal to audience's emotion. Make them care!!

Finally, wrap up your speech with a good conclusion. Summarize your main points and end your speech on a strong note. People remember best what you say last. You can refer to points in your introduction to come full circle.



Additional considerations

1. Makeup of audience
2. Number of people in audience
3. Prepare for something to go wrong (have a “plan B”)
4. Expect the unexpected

As we all know, if something can go wrong – it usually will (Murphy's Law). But, by following the three Ms, you can **STAND UP AND DELIVER CONFIDENTLY**. Always remember: You are unique and have your own special way of presenting to and interacting with your audience. Share your information confidently. Let your enthusiasm for the presentation shine. When you share your information, you share yourself, too.

Activity 2:

Have each member take the item selected at the beginning of the meeting and stand up and give a two-to three-minute speech about the item. After everyone has finished, talk about the three Ms: the Messenger, the Medium, and the Message.

Give yourself a big pat on the back—you have just given a speech in public.

Other suggestions to use in your club meeting:

1. Have volunteers give a one-minute speech using the three Ms of public speaking. These topics may include favorite color, favorite hobby, best vacation, favorite food, etc.
2. Discuss presenters' use of the three Ms of public speaking.

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Questions to ask yourself before giving your speech:

1. Is my speech well-organized?
2. Will the audience know the purpose of my speech?
3. Will the speech hold the attention of my audience?
4. Do I use examples, illustrations, facts, and figures to support my speech?
5. Does my speech flow logically and smoothly?
6. Will I say anything meaningful and valuable to the audience?
7. Will the speech be enjoyed – do I use humor?
8. Is my appearance appropriate for the setting?
9. How is my voice tone and volume?
10. Am I exhibiting natural facial expressions, posture, and hand gestures?
11. Am I really interested in the topic of my speech?
12. If I forget something, do I have a key word or phrase to help me get back on track?
13. Have I practiced?

Activity 3:

Have members develop a speech outline (see WL) on a topic they would like to speak about.

Explain the outline and talk about the three Ms of the presentation. Help participants do the following:

1. Decide on a main point. This is the focus of the presentation – the central point for all your ideas. Criteria for developing a main point might include:
 - a. What's your purpose?
 - Is it to inform or educate?
 - To entertain?
 - To convince or persuade?
 - To stimulate action?
 - b. Keep it simple! If you can't state your main point in one or two sentences, narrow your topic.
2. Decide on three to five key points.
3. Develop supporting evidence for each key point. Include statistics, stories, or examples.
4. Develop a strong introduction and a powerful conclusion.

Some Do's and Don'ts

Here are some suggested points to consider when preparing to give a speech.

Do: Plan ahead and have plenty of practice time.

Don't: Put off writing your presentation until the last minute.

Do: Arrive early, know where to sit, and walk to the podium.

Don't: Rush into the room at the last minute.

Do: Remember a few important highlights or words.

Don't: Memorize your entire speech.

Do: Use note cards to remind yourself of key points, and to keep going.

Don't: Read note cards word-for-word.

Do: Anticipate questions and practice how to handle them.

Don't: Hope that no one will ask questions.

Do: Look at your audience.

Don't: Keep your head down as you speak.

Do: Make eye contact with everyone from time to time.

Don't: Stare at one person.

Do: Have a glass of water handy if your mouth gets dry.

Don't: Chew gum or candy.

Do: Stand straight but comfortably.

Don't: Fidget or stand too stiffly.

Do: Have props or visuals if they are useful.

Don't: Use distracting or hard-to-use props or visuals.

Do: Know that the audience wants you to succeed.

Don't: Apologize to the audience if you are nervous or forget something.

Just keep pushing yourself into the speaking arena. In no time, your skill, confidence, and natural ability will come to the surface. It may take time, but the long-term rewards will be impressive.

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