

THE ESSENTIAL
GUIDE TO
**PUBLIC
SPEAKING**



YOUR STEP BY STEP
WORKBOOK

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Foreword

When it comes to making a success of any public speaking exercise there are several tried and true methods that can be successfully adopted to ensure all endeavours proceed smoothly in order to garner the right kind of results or responses. You learn how here.

Public Speaking Quick Fix

Increase Your Public Speaking Confidence With These Quick Tips

Chapter 1:

Public Speaking Basics

Synopsis

By exploring the many and often varied techniques, the individual will be able to make an informed assessment as to which “tool” would be most beneficial to be used in any specific public speaking foray.

The Basics

There are some basic points that should be understood and accepted as a given when it comes to the public speaking basics. The following are just some to be noted:

- Deciding on the format to be adopted based on its suitability for any specific public speaking task should be considered as not all public speaking engagements can and should follow a previously set pattern. Also this will allow the parties to decide on the most effective presentation style that would garner the desired effects.
- Decide and then design accordingly the goals intended to be achieved through the public speaking exercise. Having clearly defined goals helps all involved to have a common mindset both in style and execution of the whole process. When all involved are of the same or similar thinking plane then it becomes clearer and easier to get the message intended across.
- Venues and time frames which may seem like elements that don't need much attention should not be dismissed as such. When planning the public speaking exercise these elements do make a difference in how well received the entire public speaking exercise is.
- Another folly to avoid when preparing for public speaking forays is to never under or over estimate the views of the attending audience. In failing to give this aspect of the public speaking foray due importance, those involved make the mistake of possibly creating a less than successful presentation.
- Being well prepared is always a good and important trait to follow. There is nothing worse than an ill prepared presentation or presenter. This dictates the effectiveness of the exercise

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Chapter 2:

Know Your Audience

Synopsis

In the quest to present material that is both relevant yet exciting and engaging one has to be able to understand and relate to the receiving party at all times.

Understand It

Failing to note these very important elements will cause the entire exercise to be ineffective and a waste of time for all parties involved. Therefore there is a need to understand the audience before making any presentation. Below are some of the aspects or recommendations that should be looked into carefully:

- Researching or having some knowledge of the educational levels of the listening audience is instrumental in designing the work that is intended to be presented. If the presented material is too complex or technical then the entire exercise would be rather futile as the audience will not be able to understand its contents.
- The material designed to be presented should also focus on the job or professional background of the audience, as this too is impactful and directly connected to the success of the experience.
- Having an idea of the audience's expectations of the material being presented is also another way of gauging the audience's general anticipated attention levels. Making the necessary adjustments to present material that is both applicable and acceptable in standard will ensure the positive participation of the audience.
- Having a summary of possible questions that may be asked by the audience also gives the presenter both the confidence and the accuracy levels needed when addressing such queries.
- Addressing the listening audience at the level of their existing knowledge is also another very important aspect that should be considered. Presenting material that is already known would make the exercise unnecessary and cause the attention span of the audience to waiver.

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Chapter 3:

Use The Right Words

Synopsis

When engaging in the public speaking exercise the main and perhaps most important point to bear in mind is keeping the attention of the audience from the beginning to the end of the presentation. If this is successfully done, then the presenter has been able to achieve his or her goal in imparting the material.

Correct Words

Choosing the right words is a very important element to consider when designing the material to be presented. There is a need to know the general mindset of the target audience to ensure the most suitable words are used in the material to be presented so that it is completely understood and the whole experience in general is beneficial and pleasant.

Using too technical terms just to impress will neither benefit the presenter nor the receiving audience as the material will be deemed boring and thus the attention span of the audience will be severely affected. Here are some helpful tips when it comes to choosing the right words to be included in any presentation:

- The use of descriptive words or otherwise known as visual words is important when the material being presented requires the audience to be able to relate in a “seeing” manner. This helps when the presenter needs the impact to be clearly felt and accepted.
- Keeping the words short and simple with only a few injections of more impressive vocabulary is also recommended. This will enable the target audience to easily follow the flow of what is being presented rather than become confused and frustrated, spending time trying to decipher the meaning of the impressive vocabulary choice that would probably be understood by a handful only.
- Using simple metaphors is also encouraged as long as the choice is fairly commonly understood and familiar to most. It helps the listening audience to be able to visualize better what is being presented within the mind's eye.

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Chapter 4:

Decide What You Want To Convey

Synopsis

When embarking on the quest to create a presentation of any sort there should first and foremost be some sort of theme which is evident throughout the presentation. Having this common element present will ensure the target audience leaves the experience completely sure of what the presenter was trying to convey.

What Is The Point

When the theme has been established and incorporated into the presentation at suitable intervals the desired reactions will be able to be garnered and thus create the connective responses. Keeping the theme throughout also helps to remind the audience of the reason for the presentation and its hopeful result.

This also helps to create minimal confusion especially if the presentation content requires a lot of technical material. Working on the various aspects of the presentation to ensure the message is clearly conveyed is important and these may include the general speech outline, the drafts that constitute the content which may have to be doctored often to ensure the underlying message is evident, the feedback that can be solicited during the presentation and then the final version.

Keeping the theme of what is meant to be conveyed at the fore front of the whole presentation at all times. Every point included in the presentation should ideally point towards what is intended to be conveyed as this would then make the theme clear and consistent to everyone listening. Most effective presentations should be able to keep the attention of the audience by trying to engage the audience into participating and being interactive thus successfully conveying the intended message.

By deciding on what is to be conveyed, the presenter is also able to focus the attention of the audience on the matter at hand rather than on the presenter itself. This is definitely helpful if the presenter is not very confident or fairly new in this field.

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Chapter 5:

Learn How to Communicate

Synopsis

Communication the “right” way when delving in the public speaking arena is something that is very necessary so that the intended message is perceived and understood as intended. Successful communication can be denoted as being able to put one's ideas across to the target audience efficiently and effectively. Thus the following recommendations should prove to be rather useful to this quest's end.

Learn This

Being as clear, focused and brief as possible is definitely one of the foremost points to ensure. Good communications exists when both parties understand the message the same it is meant to be understood.

Being vague only causes the entire process to be fruitless and boring, thus causing the target audience to miss the intended message altogether. Capturing the audience's attention and keeping it for the entire presentation can be done if the presentation is done with confidence and without digression.

Taking the time to know the audience is also another important element in the communication platform. Ensuring the material presented is designed to suit the understanding capabilities of the audience is important.

The presentation should be communicated in a way that is as sincere as possible. Every point mentioned should only be done if the presenter has the confidence in the point, otherwise it should either be eliminated or redesigned until it is more plausible.

There should also be a clear indication of the confidence the presenter has in the subject matter being presented. If this confidence is not evident then the target audience will not be sufficiently convinced of the matters being presented.

Include some interactive exchanges in the presentation exercise. This will give the audience a chance to participate in asking questions and seeking clarifications on any points that are not properly understood. Using this method to bridge the gap between the presenter and the audience will help to create effective and open communication.

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Chapter 6:

What Happens If You Don't Connect With Your Audience

Synopsis

There are several things that can and will go wrong if this connection is not made from the very beginning of the presentation exercise. The following are some of the possible occurrences that might unfold if there is a lack in being able to effectively connect with the audience on all levels:

Be Careful

When there is no proper connection between the presenter and the audience, the material presented will seem boring and uninformative. This will then cause the attention span of the audience to waver and even dim altogether. When this happens the audience may cause disturbances or distractions due to the restlessness as a result of the boredom.

When there is no adequate connection, the responses from the audience may not be as expected or needed in order to ensure the presentation has been successfully understood. Facial expressions, underlying comments and emotions can then become another distraction which may eventually derail the entire presentation altogether.

Being unable to be flexible when a disconnection has been detected or is evident is also something that should be rectified. Successful presenters are usually able to refocus or adjust their presentation material and style according to the general sentiment of the audience. In having the ability to recognize and immediately work towards regaining the attention, the presenter is able to create the connection again thus avoiding a futile exercise.

The loss of precious time and resources is also lost when there is no connection made during any presenting exercise. The cost factor is also another dominant point when there is no connection.

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Wrapping Up

In order to establish one's self as an effective presenter the element of being able to successfully connect with any audience at anytime is very important. The importance of the connection capability should never be underestimated.

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Thanks,

Charlotte Miller.

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