



can recall to others later, reinforcing your message once again.

**Breathe in, not out.**

When you start to breathe out with an “ummm”, instead use it as an opportunity to breathe in. It will give you a steadying breath with the added benefit of removing “um” and other fillers from your speech.

**End early.**

You want to be loved? Finish speaking before your timer runs out. Your attendees can handle having extra time on their hands, but losing time is always the start of a negative domino effect.

**Keep learning from the great speakers.**

Check out great speakers and learn something from each of them. You want to keep your style and authenticity,

but tips and tricks they use can help you make your presentation skills even more effective. Watch some of the top Ted Talks on YouTube to get some great ideas.

Coming October 17, 2019



Check the State Civil Service YouTube Channel for this webinar or any of the shows you might have missed at:

<https://goo.gl/Yc1PdK>

For handouts from all the Success Series Webinars, visit:

<https://bit.ly/2Kbn6Qa>

*Ideas adapted from these great resources:*

- <https://blog.ted.com/>
- <https://www.skillsyouneed.com>
- <https://www.apa.org/monitor/2017/02/tips-speaking>
- <https://www.themuse.com/advice/public-speaking-tips>
- <https://www.lifehack.org/articles/communication/18-tips-for-killer-presentations.html>
- <https://www.scienceofpeople.com/public-speaking-tips/>

Success Series  
WEBINARS



## POWER SPEAKING TIPS

This month’s Success Series Webinar focused on the speaking tips that take us from being competent presenters to commanding a room. We looked at what worked before walking to the podium all the way up to the standing ovation. This handout includes information from the session, as well as the resources to find out more.

**Give them the Why.**

Sometimes we just announce our topic and start talking. It’s like we think that just being there means that they should listen to us. In a society where audiences have so many messages vying for their attention, we need to learn to apply some marketing rules if we want to get audience members engaged. Tell them why this information is important. Tell them what’s in it for them. Show them why the information you’re going to share is worthy of their time and attention. And then, deliver.

**Memorize the beginning and end.**

People don’t notice you glancing at your notes during your speech, but they do remember whether you got their attention at the beginning by talking instead of reading to them. And they’ll remember that wonderful closing a lot more positively if you do it from your heart, rather than from your notes.

# Power Speaking Tips

## Use movement wisely.

Some great ideas for effective moves come from Ted Talk coaches. One suggested practicing with newspaper spread across the floor. That way you'll be more deliberate as you practice your movements, because you'll hear noise every time you take a step or shuffle your feet.

## Allow people time to adjust to your accent.

Everyone has an accent to a listener. By starting out more slowly in your talk, you give your audience a chance to become comfortable with your accent and they'll be able to understand you better, even if you speed up later in the presentation.

## Talk like a thought leader.

While good speakers have strong messages, great speakers go a step further. They have the latest information to share, knowledge that may surprise their audience, and cutting edge facts that allow the audience to learn something new.

## Tell personal stories.

We all know stories are an effective way to communicate principles, but they get even stronger when they are stories from our own lives. Make notes whenever something happens that you think would be good to use in a presentation. You'll be creating your own speaker file of stories.

## Share the stage.

Whether you invite people to join you onstage or encourage comments and questions, it is powerful to involve the audience and allow them to be a part of the program. Most of us appreciate being able to say something instead of silently listening to a lecture.

## Don't defer answering questions.

Consider this idea. If someone is asking a question, it means they're actually paying attention. We can't always be sure that's happening during our presentations. So, why not consider taking that

opportunity to respond and ensure that person gets information they need? Additionally, the break in the flow may actually recapture other people's attention.

## Repeat yourself.

And then you'll want to repeat yourself again. It's been estimated that, at any given time, only 10% of the people in the audience are actively listening. By repeating important facts, referring back to them, and continuing to build on them, you help your audience retain key messages of importance in your presentation.

## Establish a pre-routine.

Batters in baseball have their own specific group of actions they do before they bat. You can use this concept by creating a routine that you do before talks. This can signal to your brain that it's time to get "into the zone" to present. It could be a deep breath, a mantra, a stretch, or any other action you do right before you get ready to speak.

## Use the pause.

Talking on the way to the podium can be seen as a sign of nervousness. Instead, try this. Get to the podium. Stop. Look up and around, smile, and mentally count to three. You have a moment to compose yourself and you present a picture of someone who is confident enough to be comfortable with silence.

## Use three-part lists.

The limit of our working memory is three to four chunks of information or about 30 seconds. That discovery is where the rule of three in speaking originated. Breaking your talk down into three parts or including three action items is an excellent way to help your audience remember.

## Remember, the audience is on your side.

Have you ever watched a speaker who is obviously nervous? It's not a comfortable feeling, is it? We want them to do well. That's how most of our audience members feel. Remember, because public speaking is such a

common fear, most audience members are just glad they're not having to talk. Thus, they're not spending time looking for your mistakes.

## Try "Once upon a time" storytelling.

For a great example, look at the video of Oprah's acceptance speech for the Golden Globe Award in 2018. "In a land far away" becomes a linoleum floor in Milwaukee in 1964. The "princess" is a little girl sitting on that floor watching an awards show. She builds a story that we are compelled to follow because she used the very story formula on which we were raised.

## Create an inside joke.

In comedy, this technique is called a call-back. It's referring to something you talked about earlier (usually humorously) in your talk. It gives the audience a feeling of being an insider because someone who wasn't there at that time wouldn't know what everyone is laughing about. And it creates a phrase or comment they