



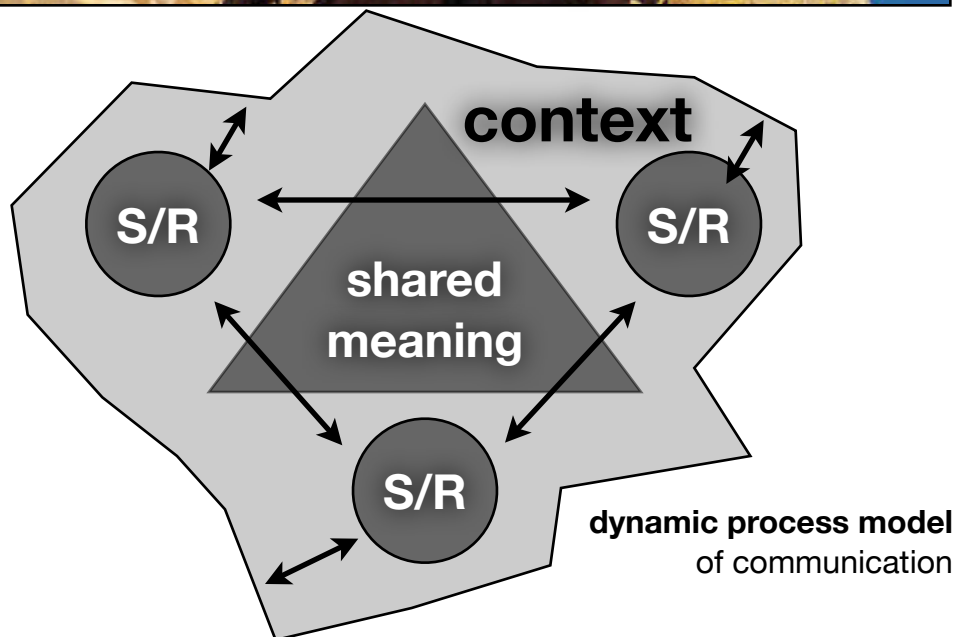
Facing your Fear

Public Speaking

presented by **Patrick Maurer**

The Mountain

Dynamic Process Model of Communication



Our goal in communication is to co-create shared meaning. We are both senders and receivers of messages (primarily non-verbally) and the meaning of message can change along with our ever-changing context. The context affects us, but we can also have an effect on the context over time.

Meaning is not something possessed by one person and transferred to the other. Rather, it is something that emerges from the interaction.

Making sure your holds are solid: Connecting to your Audience

Immediate vs. Mediated—Audiences enjoy experiences (immediate) during your speech (a prop, something in the room, etc.) versus something distant (mediated—i.e. something you once saw at work). If you must use a mediated story, try to make it more immediate by using sensory images or minor props.

It Happened to You—First person stories are the most powerful. Avoid *Chicken Soup* stories or stories that happened to a friend of yours. Also be careful not to cast yourself as the hero.

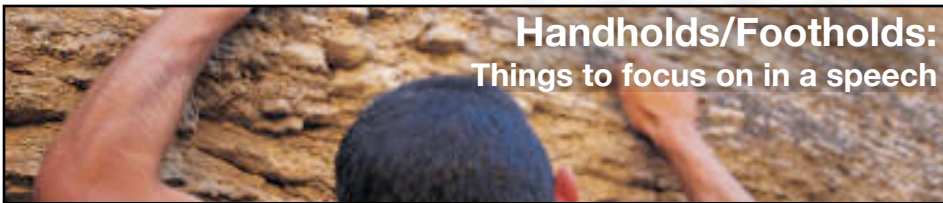
It Happened Yesterday—Again, immediacy is powerful. That event 10 years ago does not necessarily have the same impact as something that happened to you yesterday—or better yet, today!

Consider the Metaphor—This handout and the presentation use the rock-climbing metaphor. A properly used metaphor has the ability to not only engage an audience, but can also provide future memory triggers for them.

Avoid Asking Rhetorical Questions—rhetorical questions often leave the audience hanging. Sometimes they might reply and it could alter your rhythm.

Avoid Lists—People want a natural flow to the presentation. First, second, and third, maybe be effective in an essay, but they can sometimes bore an audience.

Avoid Quotations—It is true that quotations can be powerful assets in your speech, but you need to be very selective with them. Just because President Roosevelt said something, doesn't mean that it needs to be in your speech.



Handholds/Footholds: Things to focus on in a speech

Audience—Consider: Age, Gender, Education, Group Membership(s), Culture, Employment (etc). How familiar are they with your topic?

Context—Is the environment formal or informal? What physical factors (i.e. heat, noise, time of day) will influence your speech?

Message—What do you want to say? What impact should your speech make? Why are you giving the speech?

You, the speaker—What do you bring to the speech? What is your personality? What are your responses to the audience considerations?



No Fear: Strengthening and Maintaining Confidence

Tension and Nerves are normal—The nervous energy can actually improve your speech. I often find that when I'm nervous, I can bring that energy into the speech, letting it fuel any last second preparation, or contributing to my presence on stage.

Focus on your ideas—Instead of worrying about nerves or exact words, concentrate on the ideas/concepts you wish to share with your audience. If you do this, you will never “forget a line.” (Ideas are your safety rope). More importantly, you will be able to adapt quicker to anything that might interrupt your speech.

Look at your audience—Your audience really dictates your speech. By having eye contact with them and seeing their nonverbal reactions, you can adapt your speech more effectively. Also, eye contact establishes trust and connection with an audience.

Communicate verbally and non-verbally—Verbal communication (the things we say) make up a VERY small part of our creation of meaning while Nonverbal communication (how we say it) makes up about 65-93%. Move your hands to highlight key points, smile or frown, make your attire match your speaking points.

Oops!—It's okay to make a mistake from time to time—it's how you react and continue that matters!

Speak as often as you can—As with just about anything, practice makes perfect. Speak to as many different audiences as you can!



Your Equipment: Speaking Voice

Volume—Vary how loud you speak.

Consider the use of crescendo to emphasize key points. Even in small audiences, a mic. can be a great choice as it can allow you to speak quieter.

Rate—Vary how quickly you speak. Slow down to emphasize key points.

Enunciation—Make sure your words are crisp & easy to understand. Articulate the ends of words like “t” or “d”.

Stress—Vocally emphasize some words. Allow them to pop out of a sentence. Consider taking a pause before or after the stressed word or phrase to assist in the emphasis.

Pause—Silence is incredibly powerful. Utilize it to make points resonate or to build suspense



Bouldering: Practice Makes Perfect

ABC—Stick a pencil in your mouth and say the ABC's as fast as you can, enunciating as much as you can. Practice saying it faster and clearer.

Tense/Relax—Beginning in your feet and working towards your forehead, gradually tense all of the muscles in your body until you can't tense them anymore. Then relax all muscles until no tension remains.

Tongue Twist—Practice saying the following words as fast as you can making sure each word sounds unique: “wish, which, witch, think, thing, thin, jest, gist, just, six, sick, sit, hat, had, hand”

Music—Play music in the background when you practice giving your speech. See how it changes your delivery. Incorporate positive aspects during your final delivery.

Workshop Presenter

Patrick Maurer

Patrick Maurer presents speeches, workshops, leadership retreats, and team building sessions to schools & organizations across North America.

To get more information about Patrick or to read his blog, please visit his website or “fan” him on facebook: www.facebook.com/pmaurercom



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