

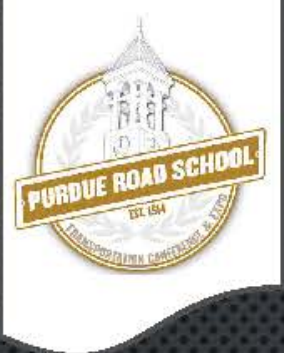
Public Speaking for Engineers and Public Officials

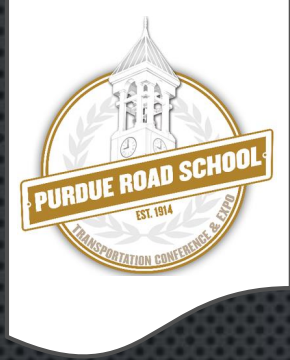
March 16, 2022

Tim Jensen

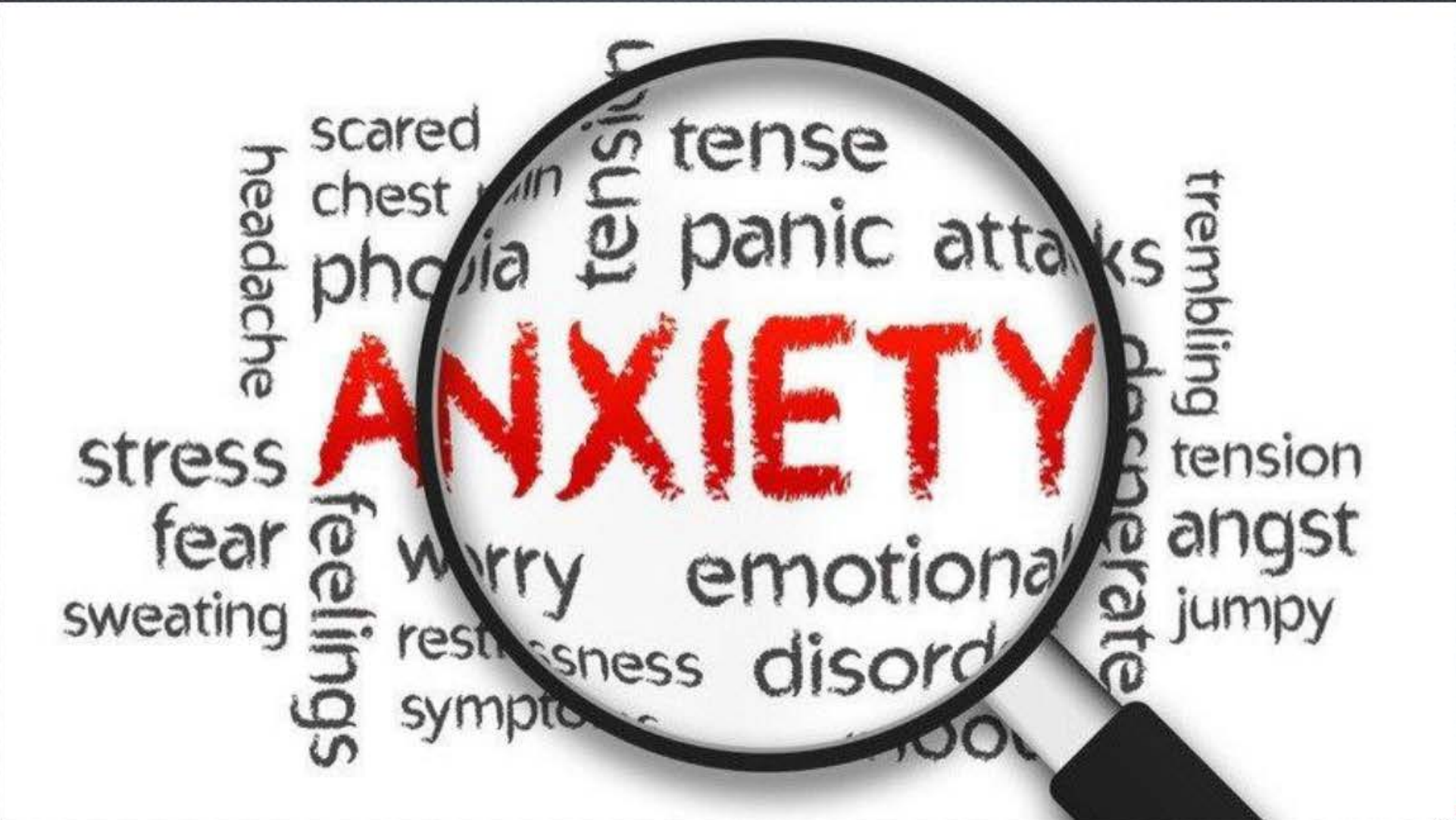


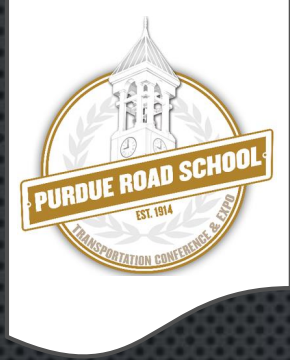
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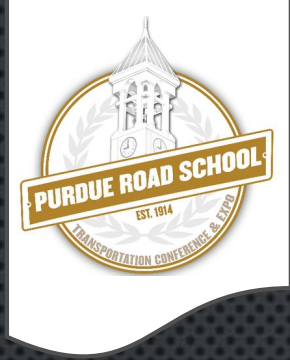
So – what's your story?





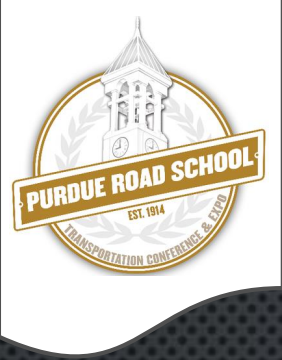
If you hear nothing else, hear this...

Speaking in public is a *skill* which
can be developed.

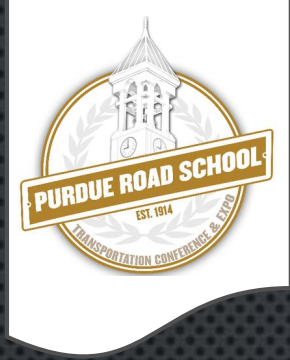


The Three “A”s of Public Speaking





Authenticity



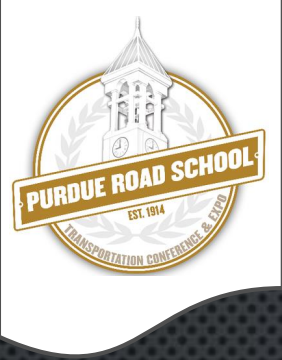
- Know yourself
- Understand what works for you
- Utilize your strengths
- Don't guess, suppose or pretend



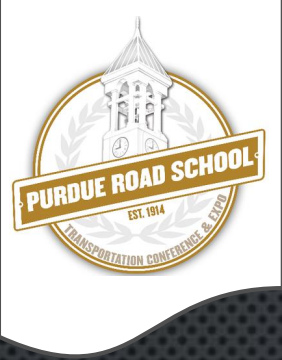
3 A's of Public Speaking



"Wow, read the room, Ted!"

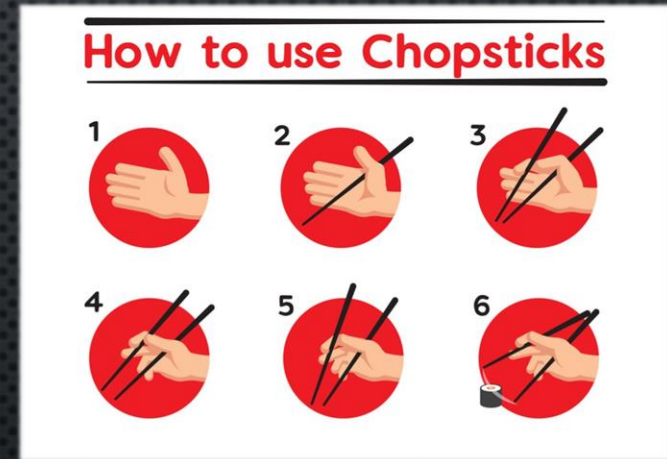
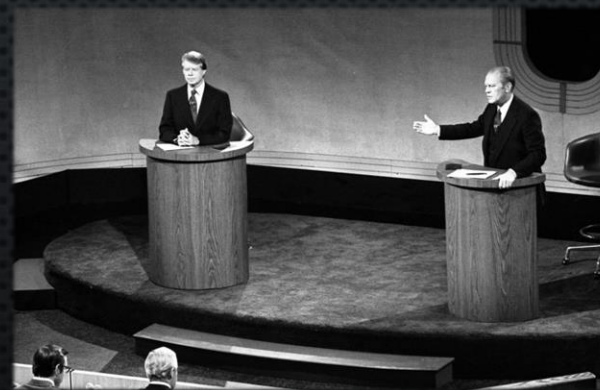


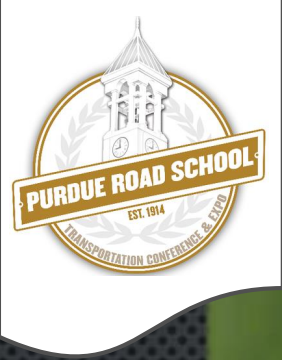
- Read the room!
- Who is the audience? What do they know?
- What are you trying to accomplish?
- What can you anticipate?
- What kind of talk is it?



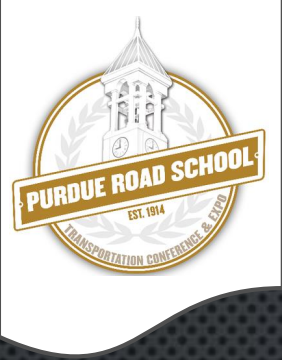
4 Types of Speeches/Talks

- Ceremonial
- Demonstrative
- Informative
- Persuasive



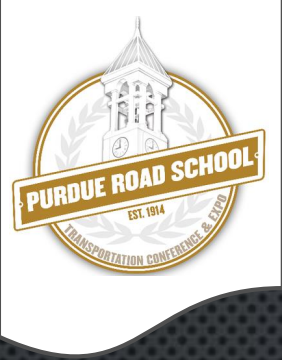


Audacity & Attitude



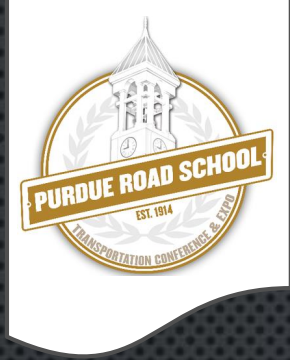
- Lion - You are the EXPERT!
- Lamb - Be bold – don't “half step”

People are **31% smarter** when in a
positive state of mind



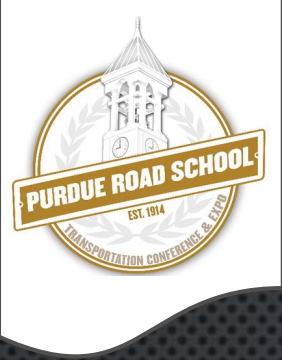
An Interesting Example





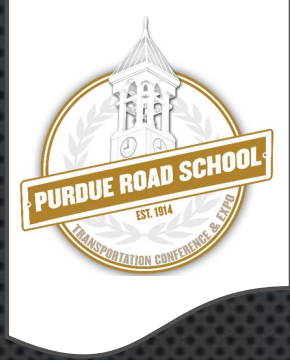
Six Keys to Effective Public Speaking

With a small disclaimer



6 Keys to Effective Public Speaking

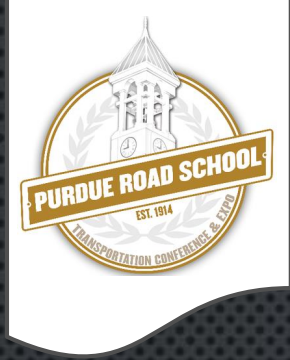
- Nail the intro
- Make the objective clear
- Use stories to illustrate points
- Match talk with body language and gestures
- Use vocal techniques to reinforce ideas
- Close and Leave them wanting (somewhat)



Nail the Introduction

- Don't re-introduce or fuss about stuff
- Do...
 - Jump right in – Just Start!
 - Connect with your audience
 - Connect them to a date or time

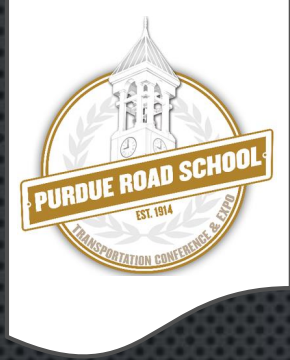
1



Make the Objective Clear

- Don't be vague in your ask
- Do...
 - Be clear in why you are there
 - Be firm in your approach

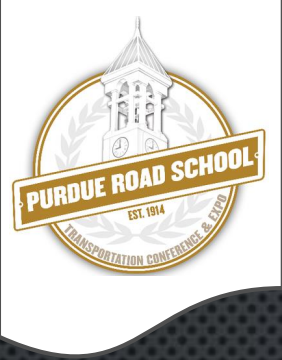
2



Use Stories to Illustrate Points

- Don't read your presentation or be overly technical
- Do:
 - Use personal stories
 - Paint a verbal picture for the audience

3



Match Talk with Body Language and

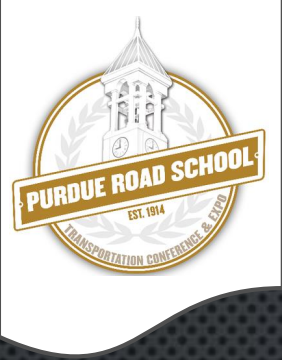
Gestures Don't close yourself off or be trapped

by a podium

- Do:
 - Maintain an open posture
 - Maintain eye contact
 - Use hand gestures to reinforce points

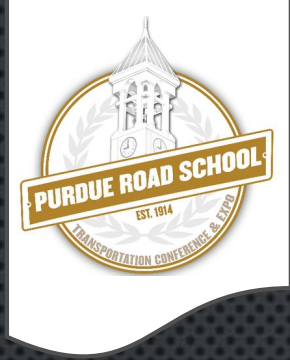
4

David JP Phillips 110 techniques



A Funny Example

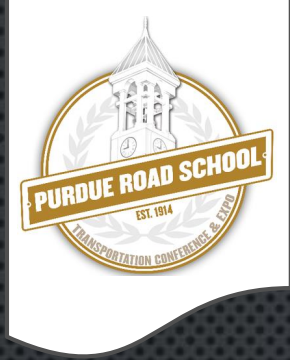




Use Vocal Techniques to Reinforce Ideas

- Filler Sounds or Words – not good
- Clarity – speak clearly
- Pace – change increases focus
- Volume – change increases anticipation
- Pause – garners attention

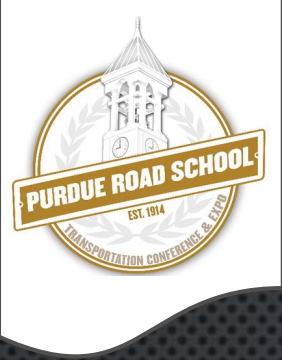
5



The Closing

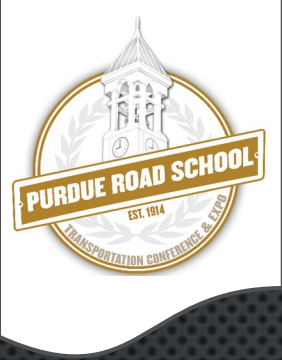
- Clarify the purpose
- Reiterate an impactful point or story
- If needed, make the “ask”
- Leave them wanting to hear more

6



An Entertaining Example





In Conclusion

Three Examples



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March 16, 2022

Questions



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