

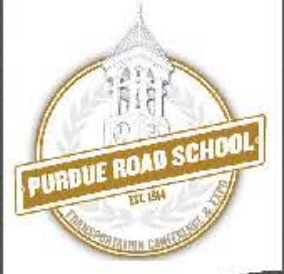


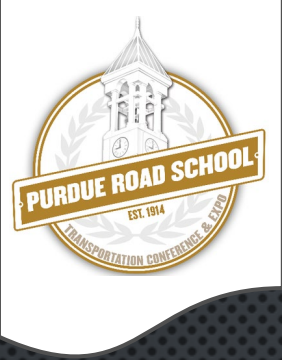
Public Speaking for Engineers and Public Officials

March 15, 2023

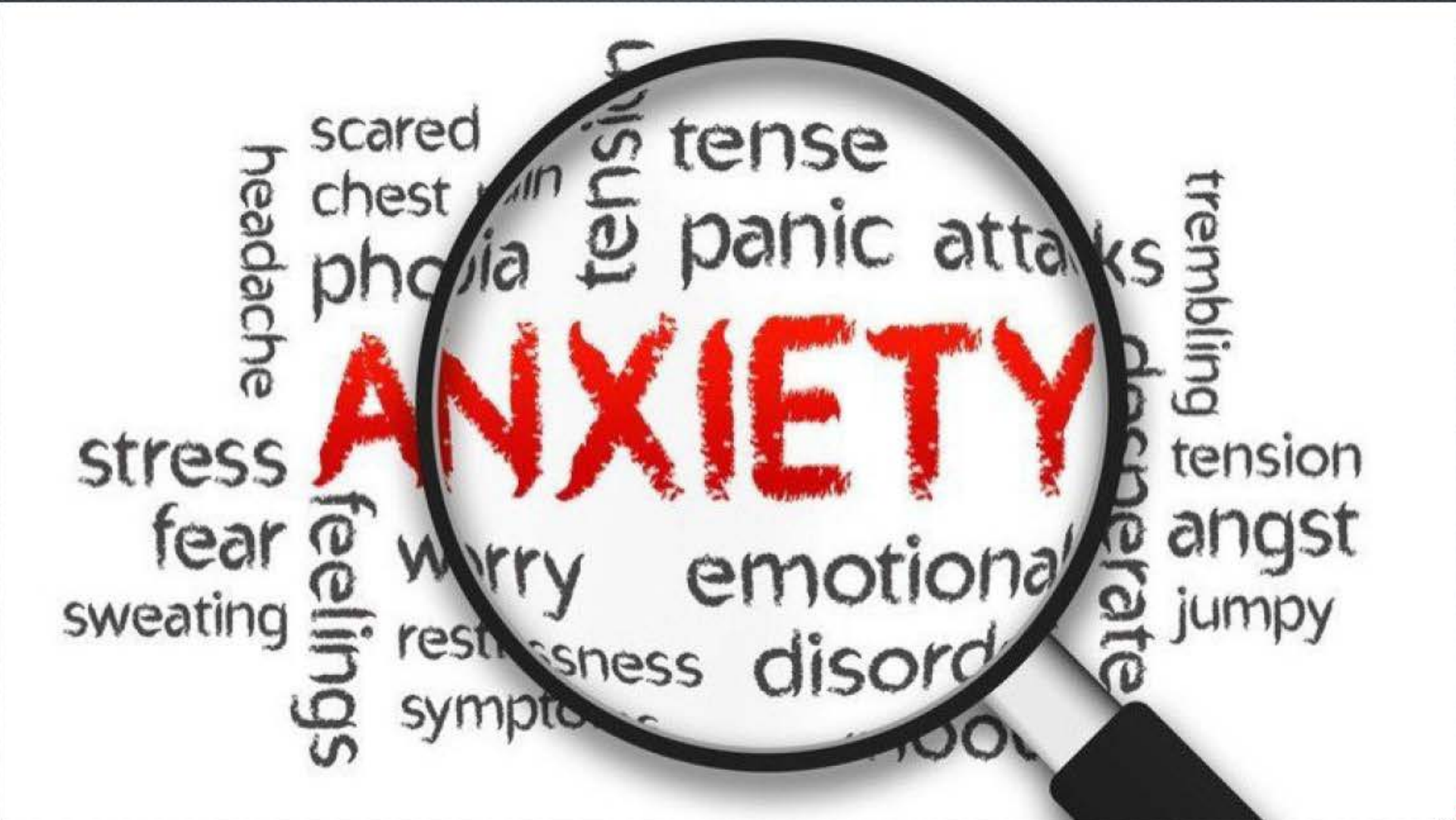
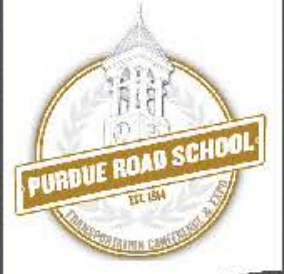


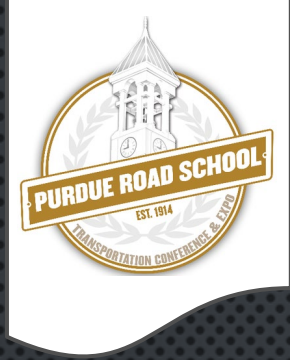
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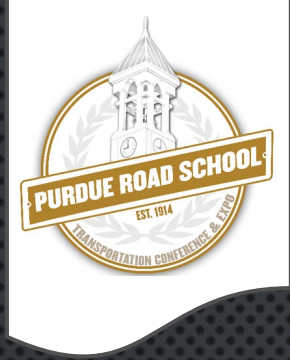
So – what's your story?



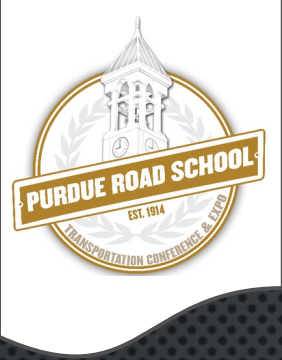


If you hear nothing else, hear this...

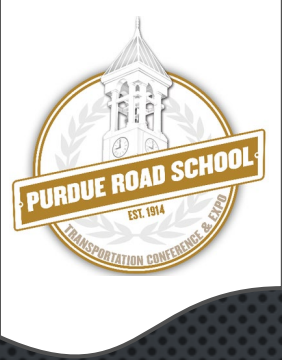
Speaking in public is a *skill* which
can be developed.



The Three “A”s of Public Speaking



Authenticity



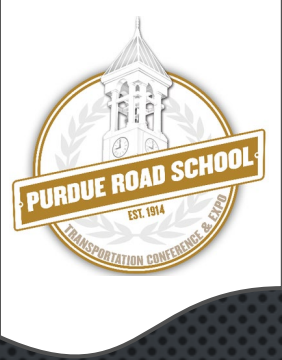
- Know yourself
- Understand what works for you
- Utilize your strengths
- Don't guess, suppose or pretend



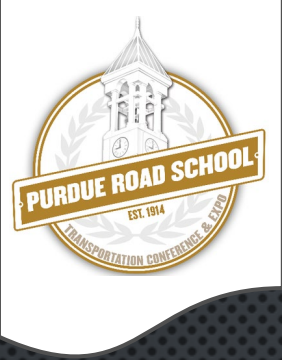
3 A's of Public Speaking



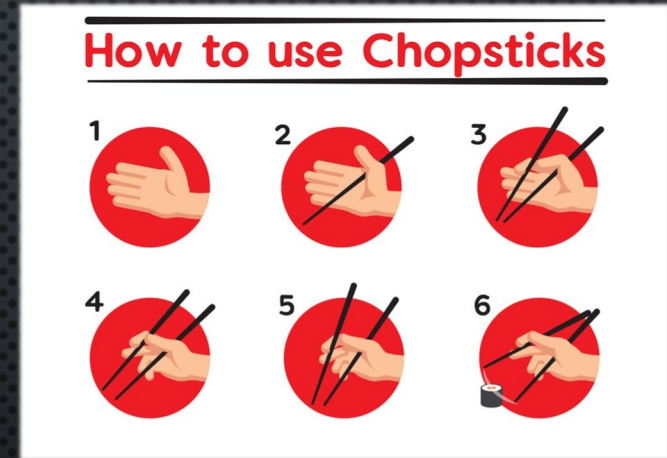
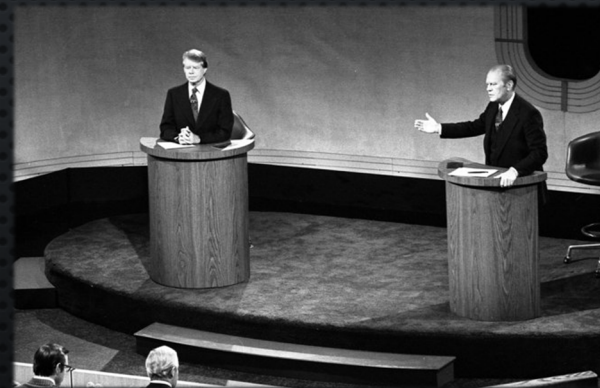
"Wow, read the room, Ted!"

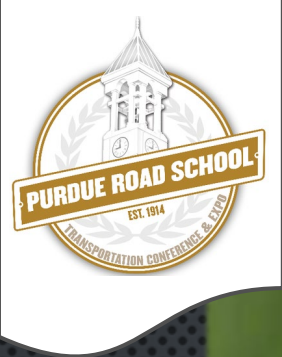


- Read the room!
- Who is the audience? What do they know?
- What are you trying to accomplish?
- What can you anticipate?
- What kind of talk is it?



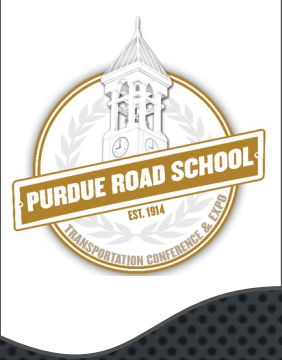
- Ceremonial
- Demonstrative
- Informative
- Persuasive





Audacity & Attitude





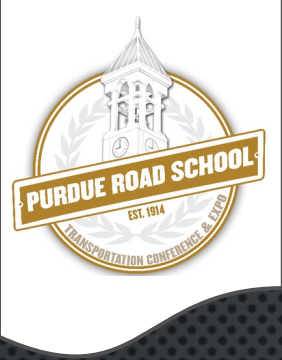
- Lion - You are the EXPERT!
- Lamb - Be bold – don't “half step”

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



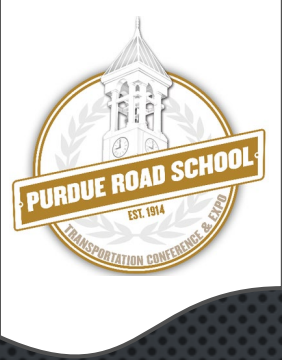
An Interesting Example





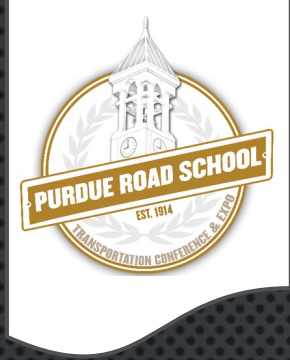
Six Keys to Effective Public Speaking

With a small disclaimer



6 Keys to Effective Public Speaking

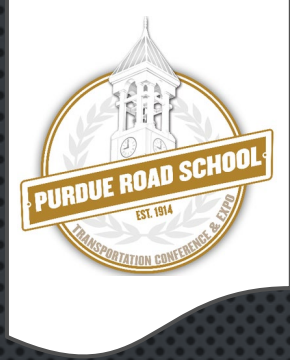
- Nail the intro
- Make the objective clear
- Use stories to illustrate points
- Match talk with body language and gestures
- Use vocal techniques to reinforce ideas
- Close and Leave them wanting (somewhat)



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

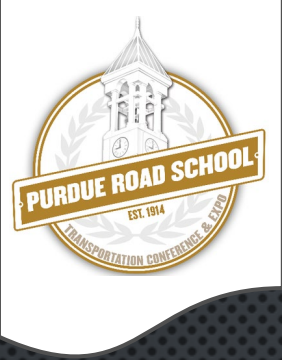
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Make the Objective Clear

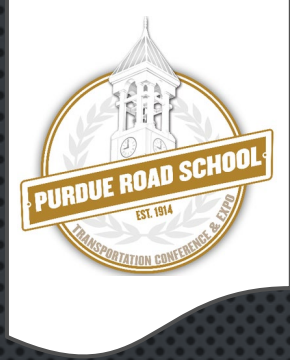
- Don't be vague in your ask or answer
- Do...
 - Be clear in why you are there
 - Be firm in your approach
 - Be confident

2



A Funny Example

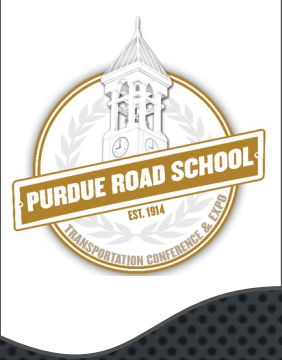




Use Stories to Illustrate Points

- 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

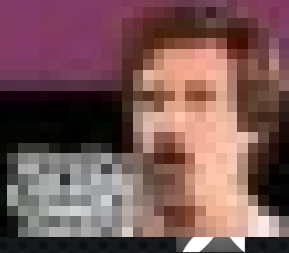
- Don't close yourself off or be trapped by a podium
- Do:
 - Maintain an open posture
 - Maintain eye contact
 - Use hand gestures to reinforce points

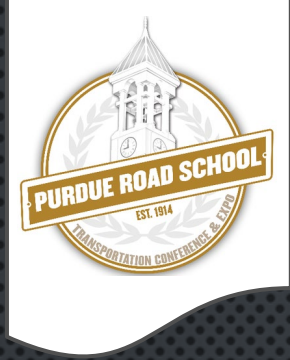
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David JP Phillips 110 techniques



A Funny Example

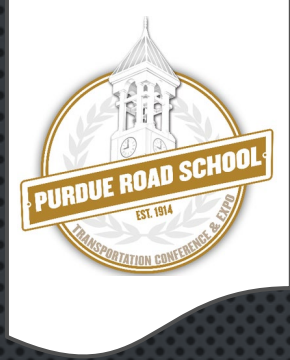




Use Vocal Techniques to Reinforce Ideas

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

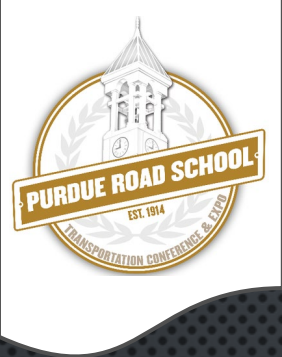
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The Closing

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

6

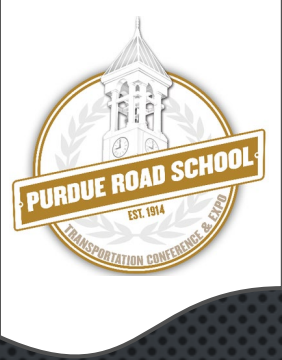


An Entertaining Example

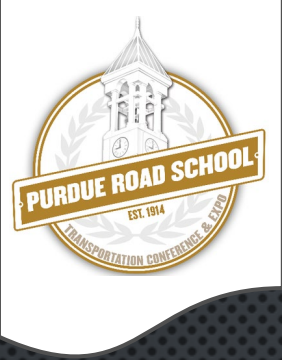


Purdue Community

West Housatonic City Council Meeting

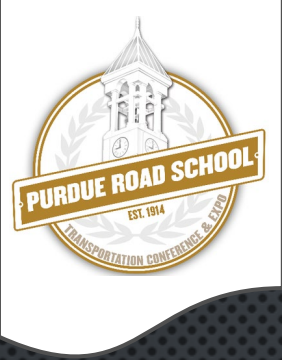


Three Examples



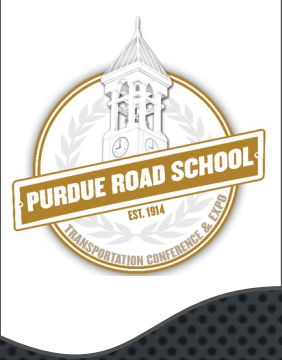
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In conclusion, I want to thank you for coming today to learn more about public speaking. I truly appreciate it. Hopefully, you have learned something you can take with you. But most important, I hope you understand that its not necessarily what you say, but how you say it that may be the difference between losing or winning the hearts and minds of people around you.



2

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3

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March 16, 2022

Questions



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