



## Public Speaking Tips & Tools - CAHCEO

### Delivering Your Message

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The key to an effective communication is practice and control. This includes controlling

- Demeanor
- Presentation
- Language

While appearance and attitude are important factors, equally important to effective communication is the message. It is essential to prepare:

- Key points
- Examples
- Memorizing select phrases or transitions

### How will you accomplish your goal

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- Preparation and Organization. Being thoroughly prepared is the key to being comfortable in front of an audience or public group. Organize your message in a succinct and concise manner. Consider likely questions or concerns of audience, both positive and negative, and be ready to address them
- Practice. Hone, refine and become very comfortable with your message points. Use written bullet points to practice and review prior. If reading, make sure points don't sound read or rehearse.
- Active listening: Requires listener fully concentrate, understand, respond and then remember what is being said.
  - Signs of active listening - recognize, eye contact, accept pauses, smile, no distractions
  - Remembering
  - Positive reinforcement
  - Affirmation
  - Relevant questions
  - Don't prepare rebuttal - don't rush judgment / interrupt

- Highlighting. An effective technique that will “flag” the attention of the audience is to highlight key points with phrases such as, “The real benefit here is...” This signals to the audience that your priority messages are about to be delivered. Or if you want to get across three key points – “There are three real benefits here, one...”
- Examples. Use concrete, descriptive examples to back-up your points. This makes the presentation more interesting and keeps you from speaking at a merely theoretical level. Offer “the problem or issue” followed by the “solution”.
- Bridging. Sometimes presentation or discuss get off topic from your agenda. A technique you can use that will ensure communication of your key points is to bridge from the topic being discussed to the one that interests you. Briefly respond to the question at hand and then use phrases such as, “but you may be interested to know....”

## Tips to remember

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DO “flag” key points with phrases like “The most important thing is...” or “the benefit is ....”

DO speak in easily understandable terms. Avoid jargon if simpler words will do.

DO use facts and figures as appropriate to demonstrate your credibility.

DO use illustrations and anecdotes to “humanize” and explain your topic (“enough widgets to fill Yankee Stadium” is better than “575,000 widgets”)

DO be yourself. Don’t try to reinvent yourself for a presentation -- You won’t be credible. Be the best YOU can be.

DON’T be afraid to pause. Taking a few seconds to think will seem much longer to you than to the audience.

DON'T assume the audience knows more about your area than you do. Feel confident in knowing that you are the expert and can educate and inform with your information.