

Public speaking

The way to make your audience Sit up & Listen





HEAR HIM FIRST!

“Since light travels faster than sound, people appear bright until you hear them speak!”

THE ART OF PUBLIC SPEAKING

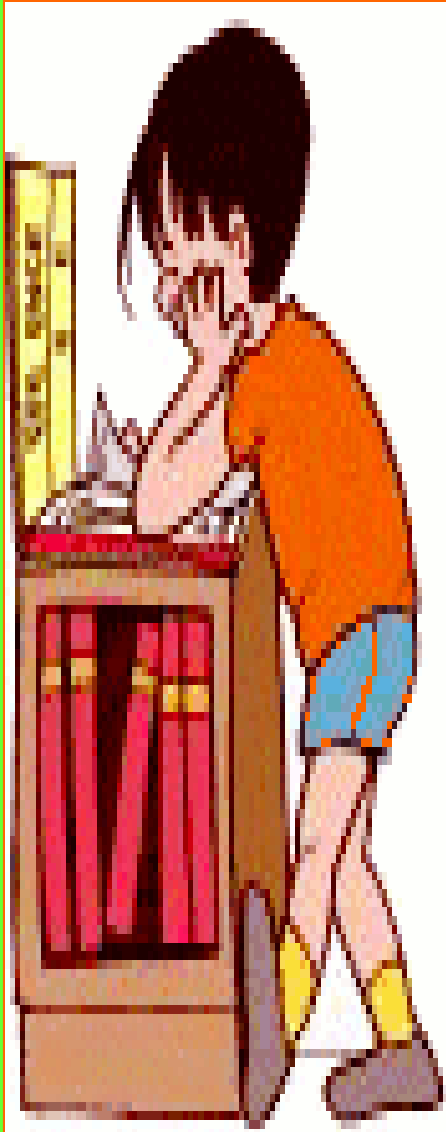
- Its importance was realized even in olden days. See this Tirukkural couplet:
“People who are unable to articulate their thoughts, though living, resemble the dead more.”
- Want to be a leader (or law-maker)? Be a speaker first. It’s a fact: people prefer a speaker to a performer.
- Truth becomes falsehood, and falsehood truth, in the lips of an able speaker.

A WELL-PREPARED SPEECH....



....is already nine-tenths delivered,
according to Dale Carnegie.

PREPARING FOR THE SPEECH



- Start early. Read.
- Study the subject deeply.
- Explore it in all its bearings.
- Think out your own ideas.
- Develop your own illustrations.
- Assemble a 100 thoughts. Discard 90.
- Know far more. Keep a reserve.
- Collect facts on both sides.
- Think out the solution those facts demand.
- Think. Discuss. Ask questions.
- Let the speech grow.

**"KILL ME...BUT
DON'T ASK ME TO GET UP AND SPEAK."**



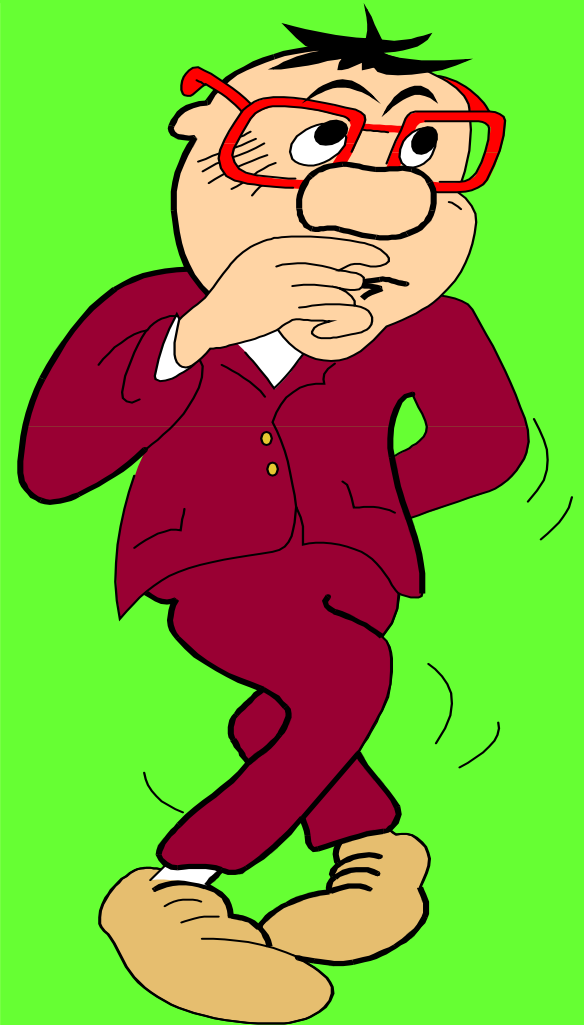
The condemned prisoner being taken to the guillotine, asks the executioner:

"I won't have to make a speech, will I?"

(From the book 'Become a Successful Speaker' by Don Aslett)

STAGE FRIGHT - **HOW TO GET OVER IT?**

- If you can talk, you can speak. As well.
- Your case is not unusual.
- “The ability to speak effectively is **an acquirement** rather than a **gift.**”
- Yes, you do have a message.
- Put in efforts. Prepare well.
- Practice. Rehearse.



“Flowers maybe, but without fragrance..”
Those who cannot face an audience are just that.

- **Courage. You're the equal of anyone on earth.**
- **Don't shrink.**
- **Stand tall.**
- **Avoid nervous movements.**
- **Breathe deep.**
- **Act confident.**
- **They out there are friends.**
- **A smile gets many in return.**
- **Open your mouth & speak.**



PLATFORM PRESENCE

- Dress appropriately, competently.
- Crowd the audience together.
- Get down on the same level, if a small group.
- Be heard but also be seen. Don't hide.
- Stand still. Move confidently.
- Let your hands be natural.
- Discard props.
- Look straight at the audience.
- Use emphatic gestures.
- Develop gracefulness of movement.



HUMILITY IS A GREAT VIRTUE, BUT NOT HERE.



- Be polite, but no need to be humble.
- Be & act confident.
- Be genuine, and not smart.
- Watch reactions. Get feedback .

HOW TO START?

- Wait. Allow the turmoil die down.
- No formal greeting of all & sundry.
- Just wish the audience.
- Leave introduction the way it is.
- Don't review - how the speech came about.
- Directly go into the subject.
- Begin on common ground. Get more 'yes-es'.
- Raise a pertinent question. Hunt with them for answer.
- Avoid - "Let's see how you do it" situation.



CAPTURING THE AUDIENCE

- Be pleasant.
- Have a friendly exchange.
- Include everyone.
- Establish eye contact.
- Put warmth into your voice.
- Have one-to-one flow.
- Make the talk intimate, informal, even conversational.
- Say what you mean.
- Speak from the heart.
- Love audience.
- Be in communion with them.



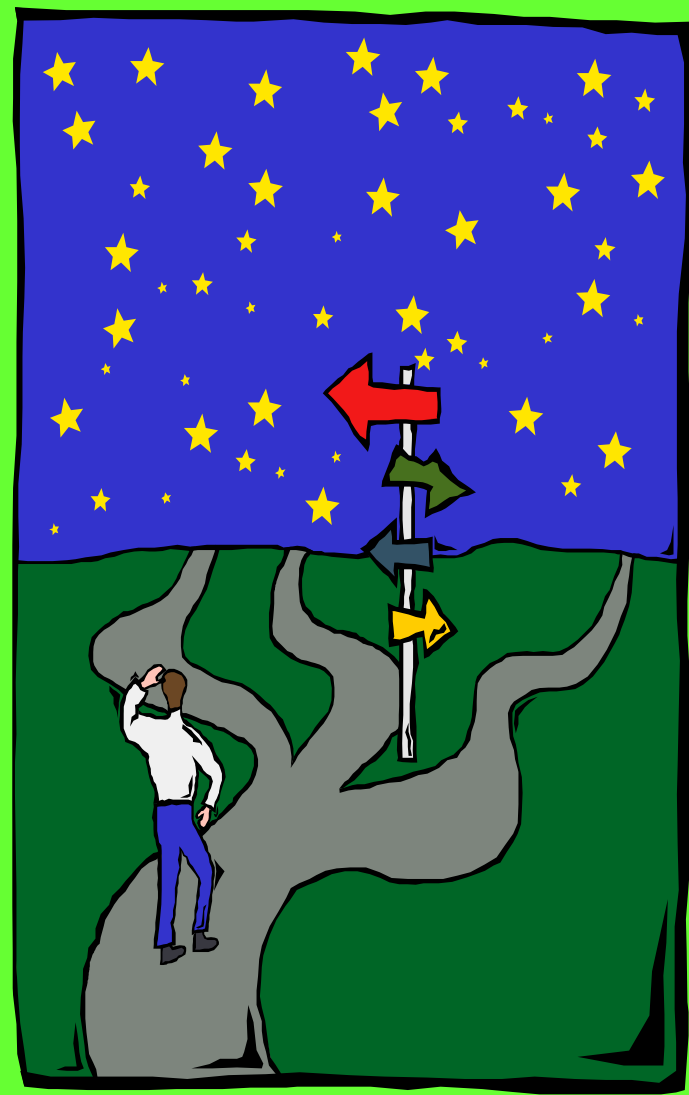
CAPTIVATE THEM!



- Allow them to have their say, but briefly.
- Repeat audience comments.
- Don't ignore distractions.
- Interact. Keep them involved.
- Be alert to their response & reactions.
- Accommodate your ideas to their suggestions.

MAKE YOUR OWN WAY!

- Be appropriate.
- Seem spontaneous.
- Give your views, not someone else's.
- Be innovative.
- Personalize, not plagiarize.
- Be opinionated, by all means, but not judgmental.
- Be assertive, but not dogmatic.
- Be sincere. Be yourself.



Good delivery:
"It is not so much what you say
as how you say."



- Collect your thoughts & focus your mind.
- Cover a point fully while on it.
- Speak with precision.
- Choose right words & expressions.
- Be clear. Clarify with examples.
- Stress important words.
- Add emphasis.
- Use pauses to drive home a crucial point.
- "Think like a wise man but speak like a common man."

DELIVER IN STYLE.



- Vary your delivery.
- Lower, raise your voice.
- Change tone.
- Speak in the right key.
- Be & sound genuine.
- Remember, each speech stands on its own.

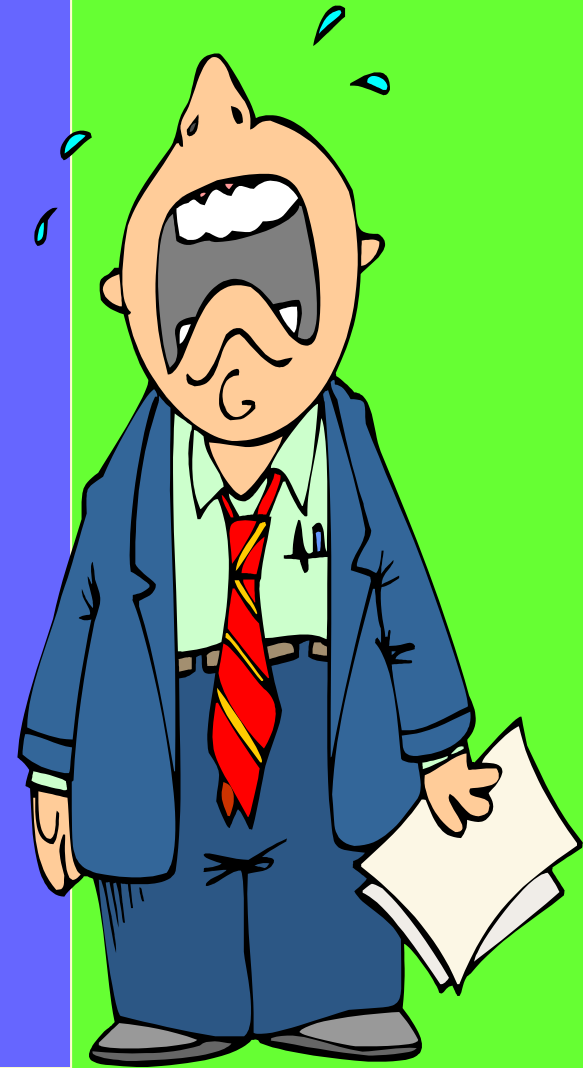
Ankanathul ukka amizhthu! (nectar poured into the drain!)



- Know the audience.
- Measure up/ down to their level.
- Keep your talk simple. Let it not go over their head.
- Don't cram it with too many points.
- Avoid 'techno-speak' while speaking to laymen.
- You cannot discuss the intricacies of quantum physics with a group of Rajani fans.

Use your voice to the full.

- **Ensure your audience hears every word.**
- **Always enunciate clearly, with lips, tongue & teeth**
- **Be aware of the tone of your voice.**
- **Employ voice-techniques.**
- **Raise your voice to stir the brain cells.**
- **Speak slowly in a deep voice to impress the audience with the solemnity of your utterance.**
- **Pause at appropriate moments.**
- **Stage-whisper, when necessary. Let the audience 'into a secret'!**



DON'T WASTE TIME.

- Speaking is but conversation.
- Speak faster than usual.
- Audiences can imbibe information faster than an individual alone.
- Speak less, convey more.
- Avoid trivia. Cut out unnecessary information.
- Keep track. Check diversions.
- Banish all matters of individual relevance.



TO CONVINC



- Convince yourself first.
- Speak with enthusiasm.
- Show this is something similar to something they already believe.
- Restate the ideas. Illustrate them.
- Use general illustrations.
- Give specific, concrete instances.
- Use graphic comparisons.
- Back up with unprejudiced authority. Quote a popular person.

KEEPING AUDIENCE AWAKE

Finish speaking before the audience finishes listening.



- ◇ Present, not give, the speech.
- ◇ Conviction never fails.
- ◇ Keep it lively.
- ◇ Ask questions.
- ◇ Dramatize the major points.
- ◇ Use phrases & words that create pictures in the mind.
- ◇ Interlace speech with humor, stories & anecdotes.
- ◇ Use balanced sentences & contrasting ideas.

WHAT A CONTRAST!

- Leroy Lockhorn is dancing in all exuberance with a good-looking young woman. Wife Loretta stands at a distance with her friend watching the dance. Her comment:

- "Leroy calls it eternal youth. I call it arrested development."

NOT THE WORDS, BUT THE SPIRIT..

- ..of the man behind the words that counts.
- Enthusiasm invites enthusiasm.
- Conviction is contagious.
- Secure interested attention.
- Win confidence.
- State your facts.
- Argue from them.
- Appeal for action.



GESTURES, GESTURES.

- Be spontaneous.
- Don't be monotonous.
- Avoid mannerisms.
- Use hands, not fingers.
- Let climax of your movements coincide with climax of your thought.



HOW TO CLOSE?

- Last impression is the lasting impression.
- Plan your ending carefully.
- Rehearse. Round off your talk.
- Stop, but don't talk about stopping.
- 7 ways of concluding a speech :
summarize/ call for action/
compliment the audience/ raise a
laugh/ give a quotation/
ask a question/ build up a climax.
- And stop, for Heaven's sake!



"ARUTHEY!": THE DON'TS



- Don't read the speech.
- Don't memorize & recite.
- Don't refer to notes often or obtrusively.
- Don't leave long gaps.
- Don't dart.
- Don't quote long.
- Don't mumble.
- Don't drone.

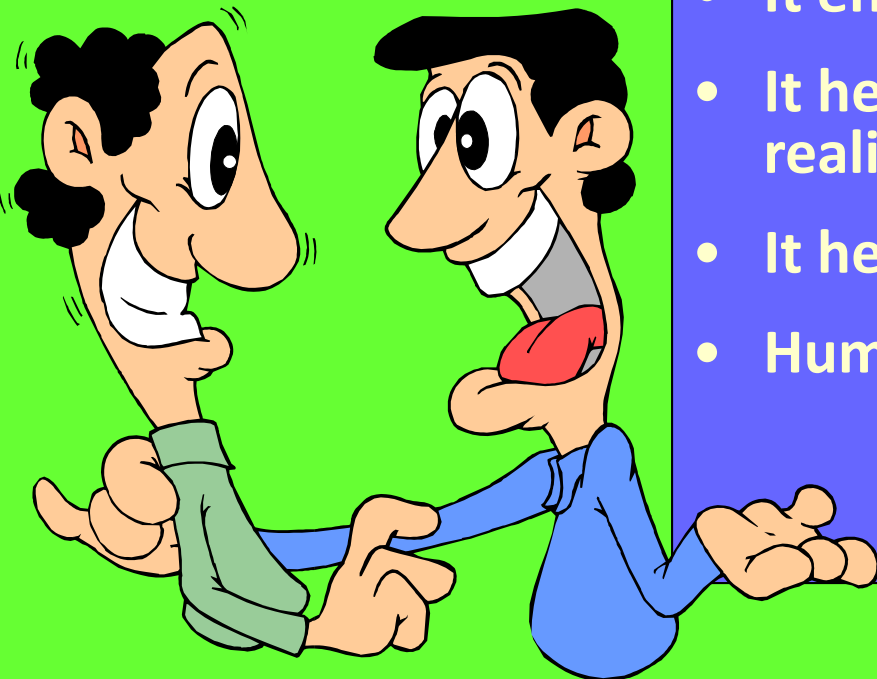
THE OTHER DON'TS

- Don't pay false compliments.
- Don't 'patronize' or talk down.
- Don't impose, but offer, ideas.
- Don't criticize. Give suggestions.
- Don't be preachy. Be persuasive.
- Don't ramble or meander off.



SAY 'YES' TO HUMOR.

Humor is natural & necessary.



- Humour is a coping mechanism.
- It helps in getting over initial nervousness.
- It helps establish rapport.
- It enlivens the company.
- It helps in dealing with disturbing realities.
- It helps avoid confrontation.
- Humor-coated criticism is easy to digest.

HUMOR? YES!

- People love to laugh.
- In group or audience, they stimulate each other to even greater heights.
- The communicator needs a healthy sense of humor.
- But, being funny is a tough task.
- Do it, only if confident.
- Pause. Add suspense.
- Give them time to conjure.
- Tell the joke. Laugh, only then.



USE HUMOR, BUT...



- Keep it audience-appropriate.
- Dispense with it altogether, if the occasion is solemn.
- Keep your jokes clean.
- No joke on religion, race, creed, ethnic origin, etc.
- But can be on sections of the society, professional groups, etc.
- Use, not only what you read, but also what you hear/ see around...

USE STORIES, ANECDOTES.

- **Crass materialism.**

The frog brags to the princess:

“I got a million for giving up being a prince.”

- **Form v. substance.**

The story of horse, kitten & the sethani.

- **Enquiries.**

Raya & the queen's relative.

- **Literalness.**

The story of Maryadai Raman as judge.

- **The search.**

Mulla Nasruddin looking for the lost coin.

“Princes are a dime a dozen. But, a talking frog?”

USE OF QUOTES, ADAGES



- Kadithochi mella eriha.
- Kudam kamazhthi vellam ozhiyckuha.
- When the sage points at the moon, the follower looks at the finger.
- When I send a man to buy a horse, I don't want to be told how many hairs the horse has in its tail. (A.Lincoln)
- Many a fellow in love with a dimple makes the mistake of marrying the whole girl.

SOME USEFUL HINTS

- Cultivate the art of brevity.
- Think space. Don't crowd ideas.
- Repeat only for emphasis.
- The best argument is that which seems merely an expln.
- Avoid cliches, tired phrases...
- A mistake? Leave it that way. Correct later.
- Don't panic, ever. Even if you goof.



FIELDING QUESTIONS -

It is a high-risk option!

- Ask for questions only after the talk.
- Discourage –
 - ❖ lectures in the guise of qns,
 - ❖ qns that interrupt the flow of your thought, and
 - ❖ qns that have only individual relevance.
- Repeat the qn. Rephrase it, if unclear.
- Answer briefly, to the whole group.
- Be honest. Take help, if needed.



TO RECAP:

- Be occasion-appropriate. Few speaking situations are alike.
- Rid yourself of anxiety & self-consciousness early.
- Let it be more substance than noise.
- Words count less, spirit counts more.
- Bright opening, powerful conclusion.
- Make your main points early.
- Illustrate. Use stories, anecdotes & jokes aptly.
- Avoid speech tics or twitches.
- Keep it conversational, intimate, one-to-one.
- Use phrases, pitch changes, pleasant phrasing for emphasis.

THE DIFFERENT VERSIONS!

“A good speaker finds **four versions** when he finishes his speech:

- ◇ The one that he prepared,
- ◇ the one he delivered,
- ◇ the one that the media state that he delivered, and
- ◇ the one that he wishes, on the way home, that he has delivered.”



FOR A TRUE BLUFFER -



- A speech need not have a message.
- It can be all noise & no substance.
- It need not have relevance to the audience.
- It can be repetitive, contradictory, or plain nonsensical.
- It allows him to be creative!
- It overawes & stupefies the audience.
- It doesn't provoke dissent!
- It cannot lead to questions!
- It will make a questioner look like a mental defective.
- It can be used over and over again, whatever the occasion.

You aren't like him. Are you?



- He can best be described as one of those orators who,
- before they get up , do not know what they are going to say,
 - when they are speaking, do not know what they are saying, and,
 - when they have sat down, do not know what they have said.

(Winston Churchill about a true bluffer)