



GLOBAL
PUBLIC
SPEAKING

SPEAKING WITH CONFIDENCE



The 3 Questions

Public speaking is one of the most powerful tools in the world. The ability to communicate, inspire, persuade, and entertain an audience has started revolutions within companies and countries. We define public speaking as anytime you speak in front of an audience of one person or more with a goal or purpose. Public speaking can happen through a speech, pitch, presentation, conference call, webinar, or important conversation. Throughout this manual, we will use the term “speech,” but the techniques can easily be applied to any speaking situation.

Each time you speak in public, you have the potential to influence people’s behavior. You can use your time to educate and empower your audience – or bore and distract them. Why not use this time to make a lasting impact?

Before writing a speech or presentation, or even preparing for an important meeting, start by asking these 3 main questions. The answers to these questions will help you form your strategy, your outline, and your message. Once you’ve answered these three questions, you are in a more strategic and creative mindset to craft your presentation.

1) Who is your audience? Identifying your audience in advance helps you understand what language they speak. Will they understand your jargon and acronyms? How will they feel about your subject? Will they agree with your message? Answering these questions will help you write a speech that directly speaks to your target audience. For a deeper dive into your audience, see the Audience Analysis tool.

2) What is the goal of your speech? What do you want people to do as a result of hearing you speak? Do you want them to invest in your startup, support your research, or choose your company? What is the main message you want people to walk away with from your speech? Answering these questions in advance ensures that your opening and closing statements reinforce your goal and that you stay focused on your message throughout the speech.

3) Why you? This means, Why do you care? We expect more from a speech than simply talking points or a mission statement which we can read on a company’s website. We want to understand your personal or professional connection to the subject. Why do you care - about your subject, about your audience, about the occasion? Can you share an anecdote about a time in your life that made you care?

Audience Analysis

Audience analysis is the process of finding out specific data about your listeners which you can use in preparing a tailored and persuasive presentation. The answers to these questions will guide you in what to say and the best way of saying it: what ideas, facts, words, or examples will be most convincing to your particular audience.

1. Are the final decision-makers in my audience?
2. Are there any listeners who are not de-facto decision-makers, but are key influencers?
3. Are they prepared to act now?
4. What is their decision-making pattern?
5. How much money are they prepared to spend?
6. How much do they know?
7. What do they want?
8. What do they need?
9. What points must they agree with in order to accept my recommendation?
10. What does my listener expect—in terms of content and presentation style?
11. How much and what kind of “fact and figure” data will best convince the decision-makers?
12. What excites them?
13. What else might influence the decision?
14. Are my listeners conservative or innovative?
15. What attitude do my listeners have toward me, my subject, and/or my company?
16. What is their work background, social background, and education level?
17. What are they especially proud of or loyal to?
18. Whose opinion do they respect?
19. Are there local customs or prejudices to be aware of?
20. What ideas, feelings, or experiences do we have in common?
21. Are there factors affecting the timing of my presentation?
22. Are there words or topics better left unsaid?
23. Have I accommodated the politics that are involved in the presentation situation?



The 3 Movements

In public speaking, your nonverbal communication engages your audience and keeps them focused on you and your message. While some people seem to be naturally engaging speakers, effective delivery is a skill that we can all learn. Delivery is also highly cultural, so when you ask yourself, "Who is your audience?" think about the cultural norms your audience expects.

1. Eye Connection

Public speaking is about having a conversation with each member of the audience; you do that by speaking to one person at a time rather than trying to speak to everyone at once. Speak to one person for a full thought, then move on to someone else for a full thought. Repeat this whether there are 5 people or 50 people in the room. For large audiences, choose one person per quadrant of the room. On camera, this means speaking directly into the camera lens so the audience feels like you are looking directly at them. We don't call this eye contact; we call this eye connection.

2. Body Language

When we speak, our entire body can either reinforce or contradict our message. Make sure your movement matches your words - in person or on camera.

- Face: Our face is our most expressive feature and we can use it to show enthusiasm, anger, or excitement.
- Hands: What do we do with our hands when we speak? We can use them to show distance, time, size, and urgency.
- Feet: We can walk around during transitions and stop to make a point.

3. Vocal Variety

Many times we are nervous speaking in front of an audience or on camera, which constricts our breathing and reduces our voice to a flat, monotonous sound. By using deep breathing, you can relax and let your voice convey a full range of emotion. Use the same conversational tone as if you were speaking with friends or colleagues.

For Body Language and Voice, we use the same technique: **Speaking with Intention**. When you speak with intention, you commit 100% percent to whatever you are saying - with your body and your voice. Use the lines below to write notes based on our workshop exercises.

Practicing the 3 Movements

1. Eye Connection

Concept: Connect with one person at a time

5 minute eye connection exercise: Sit down across from one other person. Look directly into their eyes and have a 5-minute conversation on any topic. Like a normal conversation, you are talking back and forth; this is not a speech. Keep 100% eye connection while speaking. It's OK to look away to think - pause and breathe when you do that. Whenever you speak, speak while looking directly into their eyes.

Presentation exercise: Stand up in front of two or more people. Present to them on any topic for 5 minutes. Practice speaking directly into one person's eyes for a full thought (about 5 seconds). Then, turn and face someone else, speaking to them for a full thought. Pause and breathe in between looking at people. Repeat this for the entire speech. It's OK to look away and think, but whenever you speak, speak while looking directly into someone's eyes.

Virtual Self Practice: Using your digital device, record yourself speaking for 1-2 minutes. Look directly into the camera lens while speaking. Review and give yourself feedback: do you speak into the camera lens? Do you look away while speaking? Practice until you can speak for a full 1-2 minutes without looking away during speaking (OK to look away and pause to think).

2. Body Language

Concept: Make sure your body matches your words. Move with intention.

Handshake: With 1-2 other people, shake hands with 0% intention. How does that feel? Talk about it with them. How do you come across? Now, shake hands with 100% intention. What is the difference? Now how do you come across?

Mime Making a Salad: In front of other people, talk through how to make a tossed salad. With your hands and body, mimic taking the ingredients out of the refrigerator, preparing each one, and tossing them together in the salad. Talk through what you are doing. The goal is to realize how much your hands can add to what you are saying.

Virtual Self Practice: Record yourself speaking on camera and move with 100% intention. Play it back without sound: what do your hands say?

3. Vocal Variety

Concept: Speak with a clear, confident voice

Introductions: With 1-2 other people, shake hands and introduce yourself with 0% intention. How does that feel? Talk about it with them. How do you come across? Now, shake hands and introduce yourself with 100% intention. What is the difference? Now how do you come across?

Avoid Um's and Ah's: Speak for 1 full minute while someone else times you. Speak with as many filler words as possible - um, ah, you know, just, etc. Then speak for 1 full minute with no filler words. Every time your partner hears a filler word, have them start the timer over. See if you can speak for one full minute with no filler words. Do this exercise 1x/day for 7 days.

Virtual Self Practice: Record yourself introducing yourself with varying levels of intention and listen back: 0%, 50%, 100%. What's the difference? What works for you?

Impromptu Speaking

Impromptu speaking happens all the time - someone asks you to speak during a meeting, a prospect asks you a series of difficult questions, or a conference attendee interrupts your presentation with questions.

Luckily, there is an easy formula that we recommend which you can use to speak off the cuff - the PREP Framework.

PREP Framework

Point	Start by making one main point	<i>I believe / I recommend / Our view is</i>
Reason	Give a reason	<i>And the reason is</i>
Example	Provide an example that supports your position	<i>For example, just last week</i>
Point	Conclude by summarizing your point	<i>That is why</i>

Choosing one main point and one example keeps your message focused and relevant.

Pause and Breathe

Before you speak, pause to center yourself and calm your nerves.

Transition Phrases

Transition phrases give you time to think of your one main point. What would you add to the below examples?

I'm glad you brought that up

I appreciate your perspective on that

Based on my experience, here is what I would say

What I can say is this

I've been thinking a lot about that lately

That question is on many people's minds right now

That's such an important topic

There are a few ways you can approach that

We can tackle that a few different ways

That's actually a fairly nuanced issue