



Public speaking and communication skills



Juana María López Fernández
Automatic Department
Alcala University



Goals



- **Importance** of speaking in public

- Learning **techniques** for speaking in public

- Go to **Action** and begin to work

MY GOALS



-
- Transmit my **enthusiasm** to you :

- Persuade you to **Research** in **public speaking**



Goals (II)

- ◆ Earn trust and confidence: Lose your fear.
(Stage fright)
- ◆ Capture and keep the audience attention.
- ◆ Speak naturally.
- ◆ Communicate and inform.
- ◆ Knowing public speaking techniques.



¡NOW!

Presentation guide

- ◆ **Introduction: Definition, goals and communication components.**
- ◆ The speaker:
 - Qualities.
 - Stage fright.
 - The verbal and nonverbal communication.
- ◆ The speech:
 - Preparation of speech.
 - Structure of the speech.
 - Media.
- ◆ The listener.
- ◆ Special Presentations and final tips

Definition

Communication is:

“Involve another on what one has”

“Transmit signals via a common code”

The art of public speaking

Develop the best of us:

- ◆ Qualities
- ◆ Ability to influence

Like all art: IT CAN BE LEARNED
We all have the ability to speak well

Importance of communication

Political

Lawyers

Academic

Advertising

Negotiation

"Search appropriateness in each case to produce the listener persuasion"

Communication goals

- ◆ Entertaining: recreational
- ◆ Report: to provide data
- ◆ Convince: to refund or change an idea
- ◆ Persuade: that these ideas are put into practice

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Communication components

- ◆ Speaker.
- ◆ Speech or message.
- ◆ Listener.

This three components must be in a balanced proportion.

“The success of any speaker is in the preparation, the desire to improve, the sensitivity and practice”

- (J. L. Urcola)

Speaker qualities



- ◆ **Self-confidence:** having self assurance, control fear.
- ◆ **Sensitivity:** keep in mind the listener.
- ◆ **Proximity:** physically and emotionally with the audience.
- ◆ **Naturally:** manifest as one is and accept yourself.
- ◆ **Sincerity, credibility:** he must inspire confidence in the auditorium.
- ◆ **Enthusiasm:** the audience needs to feel that what is transmitted is important and interesting.
- ◆ **Working capacity:** the speaker is done.

Stage fright

- ◆ Public speaking and fear always go together.
- ◆ Different ways of manifesting the fear:
 - Lack of self confidence
 - Afraid of strangers
 - Afraid to be under the gaze of others
 - Afraid of the consequences of our intervention
 - Afraid of ridicule

How to overcome stage fright

- ◆ A little fear is natural.
- ◆ If it's too much, must be controlled:
 - Preparation and testing.
 - Resorting to mental mechanisms:
 - Think you know more than the audience
 - Laught at ourselves...
 - Seat fright: fear of wasting time listening to a bad speech
 - Threat it in an active way:
 - Perform relaxation exercises and concentration

How to Overcome stage fright

- Audience wants you to succeed
- You have knowledge that the audience wants
- The audience doesn't know you are afraid
- Visualizing success
- As long as the audience thinks you are confident- that's what counts
- Use your nervousness: Your adrenaline for a energized speaker

Practices

- ◆ Take every opportunity you have to speak in public
- ◆ Do not learn the speech by heart
- ◆ Timing.
- ◆ Do not overdo the trials.

And...

- ◆ Be careful: public speaking becomes a vice

The good speaker

Express himself effectively, not a great orator.



The silence

“Who does not know silence, can’t speak either”

Quiet time of:

- ◆ Study
- ◆ Training
- ◆ Preparation
- ◆ Ideas on an observing mind

The good speaker

Express themselves effectively, not a great orator. Master the subject matter:

- ◆ Structure your speech correctly
- ◆ Considers the arguments against
- ◆ Considers the audience
- ◆ Use expressive language and friendly
- ◆ Look after nonverbal language

Nonverbal communication

- ◆ Come with verbal communication and sometimes is more important than this.
- ◆ They are the gestures, the image, the posture and gaze.
- ◆ Don't abuse of gestures. They must be spontaneous.

Nonverbal communication

Requires training to seem natural

- ♦ The ideal posture of the speaker is standing
- ♦ Never lose an eye on your listeners(Look me in the eye and say that)

Information

- ♦ Eyes, mouth and factions
- ♦ Arms and ears
- ♦ Legs and feet



Eyes, mouth and factions

Friendly appearance

- ◆ The great strenght lies in the eyes
- ◆ Eyes in constant contact with the public

Eyes speak:

- ◆ Avoid looking always the same
- ◆ Don't look at the ceiling, floor, ... eye contact

Arms and hands



Arms:

- ♦ Avoid standing with your arms folded accross your chest
- ♦ Avoid standing with your arms behind your back

Hands:

- ♦ Avoid burying your hands in your pockets
- ♦ Put your hands in the steeple postion (As if you were applauding)
- ♦ Talk with your right hand

Look out: Mediterraneans are very expressive

Legs and feet



Your posture has to give support and strength:

- ◆ Should not rest too much on one leg
- ◆ Avoid parallel legs open because it's ordinary
- ◆ Stand up straight with your feet slightly apart and your arms ready to gesture

International Gestures

- **European:** More formal
- **North America:** Animated
- **Asian:** Like North America
- **South America:** Expansive and Emphatic

Clothing



You have to adapt to the audience:

- ◆ Dress like the best group
- ◆ If officemates, dress as always
- ◆ Not be very showy



- ◆ (FAC= Functional, Actual, Comfortable)

The voice

- ◆ It's one of the most important elements
- ◆ Control the breathing.
- ◆ Make pauses and silences: they give the listener time to think about it, they allow to organize the speech and emphasize it's parts.
- ◆ Projecting the voice.
- ◆ Changes in the tone voice to emphasize key words
- ◆ Vocalize.
- ◆ Put enthusiasm.

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The speech

“The secret of the art of presentations is to tell the same thing three times:

- To tell what you will tell.
- to tell it
- To tell what it has been told.”

- *(J. Guittton)*

Speech construction

It requires research.

Search oneself and outside:

- ◆ Review your personal thoughts
- ◆ Do not despise your own experience
- ◆ Look for other sources of information
- ◆ Must be actual

Speech preparation

- ◆ Analyzing the goals.
- ◆ Well documented
- ◆ Schemes and notes.
- ◆ Prepare the room: see it, lighting, audiovisual media...



Speech structure

- ◆ **Introduction:** it helps to capture the public's attention.
- ◆ **Speech and Transitions:** it must be clear.
- ◆ **Conclusions:** should be a summary of what was said.
- ◆ “Strong opening, strong close”

Speech structure

- ◆ Regards.
- ◆ Acknowledgements (short story)
- ◆ Topic title
- ◆ Points to cover
 - ◆ A, B, C
- Conclusion

The Introduction in a speech

- Example of the Airplane: Introduction is the take-off
 - Who are you?
 - What are you talking about?
 - Why should they listen to me?
- Write your Introduction
- Techniques:
 - Using a quotation
 - Using a Rethorical question
 - Story or anecdote (true personal experience)
 - Historic event
 - Provoking the audience
 - Emphasizing the subject's importance

The Conclusion in a speech

- Example of the Airplane: Conclusion is the landing
They DO want you to land
Summarize the speech
Provide Closure (In conclusion, to conclude)
- Write your Conclusion
- Techniques:
 - Advance: “Turning now to my final point..”
 - Referring back to your introduction anecdote
 - Asking a question
 - Telling the audience what to do
- If you forget the conclusion is like you are attempting a crash landing

Transitions in a speech

Transitions:

- Leading from one idea to another (airplane settles into cruising mode- no turbulences)
- Internal summaries
 - Where it's been
 - Where it is
 - Where it's going
- Goal: Gain attention
 - "And", "In addition"
- Example Transitions:
 - With numbers
 - The rule of three
 - Repetition

Keys of a good speech

- ◆ Short sentences
- ◆ Avoid difficult words or phrases.
- ◆ Try involving the audience in the speech and show appreciation for their contributions.
- ◆ Use examples, experiences and anecdotes.
- ◆ Try to adapt the humor to the public and the situation.

Timing

“A speech need not be eternal to be Inmortal”

William Gladstone

Verbal communication

Style: The way in which something is said or written

- ◆ Must be: right, clear and desirable
- ◆ You have to understand what you say
- ◆ Adjusting to time, place and people

kiss

- Keep It Simple & Straightforward
- Einstein:
- “If you can’t explain in a simple way then you don’t understand well “

Media use

- ♦ All media are useful: Reinforcing each other.
- ♦ All media have advantages and disadvantages
- ♦ Should carry replacement or have alternatives.

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The listener

- ◆ It should be as important as the speaker and the speech.
- ◆ Know it: how it is, what is expected of us.
- ◆ Observe the listener: if he listens, if he understands, if he gets bored...
- ◆ Adapting to it: for example, reducing or accelerating rate.

“If the human being have one mouth and two ears is to listen twice as speaking”

- *(J. L. Urcola)*

Empathy with the listener

Putting in place of the other

- ◆ Show respect for them
- ◆ Listen to each other's feelings
- ◆ Keep eye contact
- ◆ Show own enthusiasm
- ◆ Let talking

Eye Contact

- “Look me in the eye and say that again”
 - “If looks could kill”
- Tips:
 - Look at a variety of individuals
 - Look at their noses

Seven key questions for capturing the audience

1. How is your audience?
2. Why have they gone to listening to you?



3. What are they worried about?
4. How can I help them?
5. What do you want they do?
6. How can they resist?
7. How can you connect the best?

Effective techniques: Storytelling

- Sequence of events
- A character in front of a conflict
- Emotions and sensations
- What we tell must be true
- It must help to solve the conflict

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Special Presentations



1. TED'S Friends (Technology, Entertainment, Design)
 - Ideas Worthspreading- 18 minutes
2. Pecha Kucha
 - 20 images – 20 seconds
3. Elevator pitch
 - Who you are?, What you do?, why?, Objectives.

Another Language(I)

- Success of english professionals
- Problems in our country
- Bolonia's plan includes the objective of improve public speaking



Another Language(II)

- Take care about humor
- Non use of slang
- Clear and simple language
- Using local terminology

Question and Answer Session

- Anticipating questions
- Answering at the end
- Avoiding letting a few people dominate
- Letting the questioner ask a question, not give a speech
- Listening to the questions
- If don't know
 - Ask if anyone knows
 - Suggest a resource to look
 - Offer to discover yourself
 - Never lies

Sharing Presentation with other people

- Insist your colleagues in the importance of team work
- Lots of practice
- Who tells what?
- Transitions from one person to the other

Tips (I)

Three things are necessary :

- ◆ Get ready in advance
- ◆ Proceed with confidence
- ◆ Lets practice!

Tips (II)

A semi-prepared speech is semi-pronounced

- ◆ Let us gather much more material than we use
- ◆ The art of war –said Napoleon- is a science in which nothing goes right if not calculated and pre-meditated

Tips (III)

- ◆ Conviction and contagious enthusiasm
- ◆ Contacting the head and the heart
- ◆ Tune up to the auditorium
- ◆ After talking a few seconds, the fear will disappear
- ◆ What matters is not what we say but how we say it

Tips (IV)

“The personality contributes more to success in life than intelligence” -Carnegie

- ◆ Neat and stylishly clothe
- ◆ Let smile
- ◆ Don't hide behind the furniture

Tips (V)

A good start is difficult

- ◆ Awaken the curiosity
- ◆ Attracting attention to some object
- ◆ Making questions
- ◆ Showing how the topic affects the auditorium

Tips (VI)

The end of a speech is the most strategic element

- ◆ Summarize what was discussed
- ◆ Encourage the action
- ◆ Causing laughter
- ◆ Quote some appropriate verses

Tips (VII)

- ◆ Be convinced before trying to convince others
- ◆ We are interested on extraordinary data of ordinary things
- ◆ We are appreciated for what we do, what we look like, what we say and how we say

Conclusions

- Two Ideas:

Speaking in public will be really useful for you

The speaker must be done: work, practice, practice and practice

CONCLUSIONS:



“Remember that all began with a mouse”- Walt Disney

CONCLUSION:



LET'S BEGIN TO WORK!!