

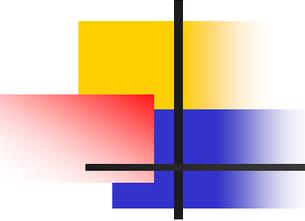
Public Speaking Without Fear

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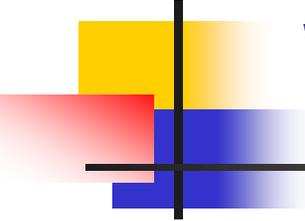
Gresham College

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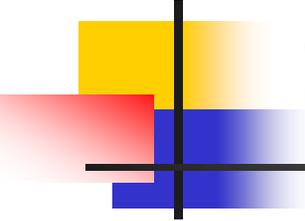
Public Speakers are Made, Not Born

- No such thing as a natural public speaker
 - But progress is abrupt, not gradual
- “10,000 hours” vs. Anders Ericsson’s research
- Practice must be *intentional*. Not rehearsal
 - First run-throughs are for time
 - Then, choose a specific aspect to focus on (using hands, body language, vocal variety), record yourself, and watch
- Intentionally study a talk and learn pointers
 - Some examples here are from my TED talk “What to Trust in a Post-Truth World” and TEDx talk “The Social Responsibility of Business”
 - These aren’t perfect talks but just examples



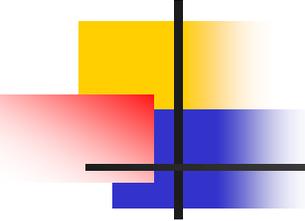
What's Different About Public Speaking?

- There are many ways you can communicate:
 - One-on-one conversation
 - Email
 - Blog post
 - Article
- Uniqueness of public speaking
 - Need to command the audience's attention
 - Importance of signposting
 - Challenge / opportunity of using hands, body language, vocal variety



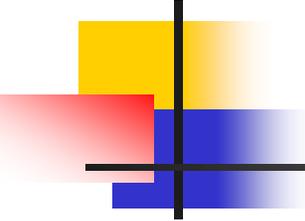
Signposting

- Audiences like to take notes – physical or mental
- Delineate key points and preview where you're going
 - “There are three reasons you should invest in this stock: growth prospects, management quality, and market undervaluation. Let's start with growth prospects ...
 - The second reason is management quality ...
 - The third and final reason is market undervaluation ...”
 - See “What to Trust in a Post-Truth World” for delineation without previewing
 - 1. A Story is Not Fact. 2. A Fact is Not Data. 3 Data is Not Evidence
- Pause between each point. Make it clear where one point stops and the next starts
 - Differentiates a speech from a stream of consciousness



Highlighting Key Points

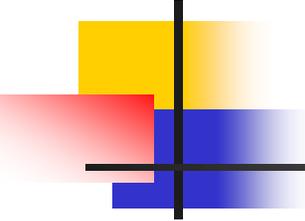
- The audience won't always have your attention
- Repeat a sentence twice
- Explicit highlighting
 - "This is my main point", or "if there is one thing you should remember from the talk, it is this"
- Long sentence then short
 - "I found that the 100 Best Companies to Work For in America delivered stock returns that beat their peers by 2-3% - per year over a 26-year period"
 - "Simply put: Companies that treat their workers better, perform better"



Highlighting Key Points (cont'd)

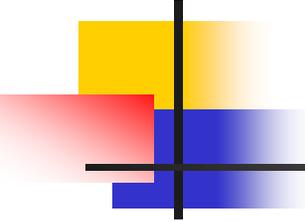
- Speed up until the main point, then slow down
 - “Perhaps because the market is so short-termist, perhaps because it’s so focused on the numbers, perhaps because it incorrectly thinks employee-friendly companies are tree-huggy, *I find that it takes the market 4-5 years* before it fully notices the benefits of employee well-being”
 - “The investor showed such confidence in the idea that it chose to put *£10 million* into the new company”
 - “I have lived *eighty-six* years. I have watched men *climb* up to *success*, *hundreds* of them, and of all the elements that are *important* to success, *the most important is faith*. *No great thing comes to any man unless he has courage*”¹

1. Dale Carnegie: “How to Develop Self-Confidence and Influence People by Public Speaking”



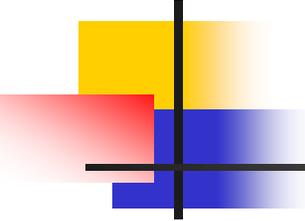
Highlighting Key Points (cont'd)

- Use lower pitch
 - “I have but one merit, that of *never despairing*”¹
 - “The great aim of education is not knowledge, *but action*”¹



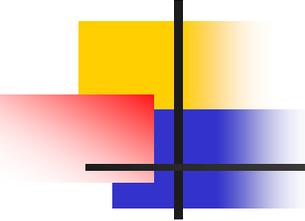
Engaging the Audience

- Use “you”, to involve the audience and emphasize why they should be interested
 - “Investors have the power to put their money into companies that reflect what they would like to see in the world” -> “As investors, *you* have the power to put *your* money into companies that reflect what *you* would like to see in the world”
- Ask rhetorical questions
 - “Why do businesses exist? To earn profit, or serve a purpose?”
- Use contrasts, to keep audience on toes and avoid them zoning out if they know a point
 - Belle Gibson in “What to Trust”



Engaging the Audience (cont'd)

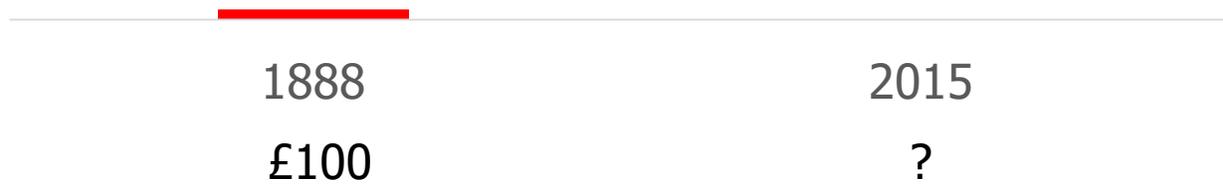
- Use call-backs
 - Familiarity wakes up the audience; gets them to think about what you said last time
 - “The Power of Habit”
 - Signposts allow for callbacks
- Humility
 - Don’t give the impression you’re talking *at* them
 - “I’m saying this to myself as much as to you”
 - “I’m not here to tell you how to run your company”
- Be engaged yourself
 - Material needs to be on a topic you care about. Needs to be your talk, not someone else’s story
 - Smile



Be Concrete

- The field was 1,000 square metres
 - The field was 3 times as big as this room
- The CEO earned 350 times more than her average employee
 - In a day, the CEO earned as much as the average employee in a year
- Martin Luther was stubborn and intractable (abstract adjectives)
 - His teachers flogged him 15 times each morning (concrete example)¹
- Many people earn astonishingly large incomes (general point)
 - There are lawyers, prize fighters, and song writers, who make more than the President of the United States. ... Irving Berlin's ragtime music brought him half a million dollars a year (concrete example)¹

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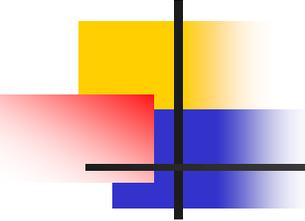
1. "The Social Responsibility of Business" (TEDx talk)



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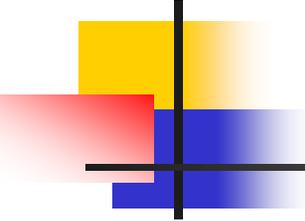


1. "An Inconvenient Truth"



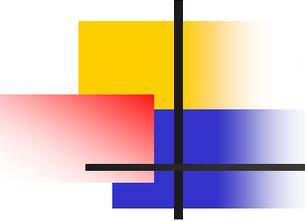
Body Language

- Face the audience
 - Default position should be audience, not slides
 - If you need to glance back at slides, move back to default position ASAP (else one side will be turned to audience)
- Face all of the audience
 - But don't scan. Give one point to one part of the room (perhaps turning body as well as head). Pause, second point to another part of the room
- Strong stance, don't pace or walk
- Don't hide behind a lectern – be open



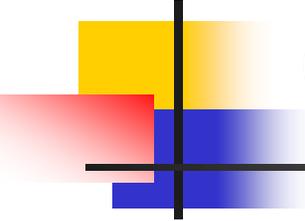
Using Your Hands

- Open body language
 - No hands in pocket or folded arms (even though a tempting safety net)
- Most of the time they'll be doing little
 - Default position will be elbow / waist height
 - Don't over-gesticulate
 - Open hands, no fists or clasping together
- But use to highlight key points, e.g. an upward trend
 - Remember the audience is a mirror, so do the reverse (start from right, move to left)
 - Hold at the end of a gesture



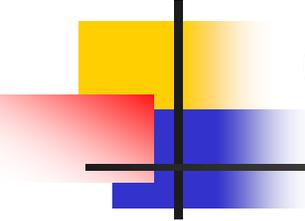
Questions and Answers

- Never cut off a question
- Perhaps write it down
 - Notes for the future
 - Plan your response
- Repeat the question for the audience, and for you (to ensure you're answering it)
- Pause, and perhaps preview your response
- Deliver the answer to all of the audience
- "I don't know, I'll follow up" is a fine answer



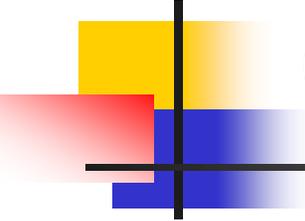
Overcoming Nerves

- Try to imagine you're talking only a few people, not the entire audience
 - Give one point to a small group, then the next point to another small group
- Never underestimate the power of the pause
 - Not only helps the audience breathe, but you as well
- Prepare and practice
 - Make notes afterwards on what went well / didn't go well
 - Ask for feedback



Getting Practice

- Toastmasters
 - Specific speeches on vocal variety, persuade with power, speak with sincerity
 - Subsequent tracks, e.g. The Entertaining Speaker, Speeches By Management
- Everyday. You don't need to give a speech to practice speaking
 - Within work: "present" to a boss, ask questions at conferences
 - Outside work: coaching (e.g. sports, music)
 - Writing: like speaking, it's communication



Conclusion

- Public speakers are made, not born
 - But the making of a public speaker involves deliberate, intentional practice