

Towards Environmental Advocacy: Building Capacities of Civil Society

Workshop on

Public Speaking

- **Trainer:** Ramzi Hage
- **Training Objective:** Acquire knowledge and skills on public speaking and how to address the public on the advocacy campaign on increasing urban green spaces in Lebanon.
- **Training Brief: the training included the following themes and topics**
 - a) Overview of the increasing urban public green spaces campaign and the important questions that might be raised by the public and the media
 - b) Introduction to public speaking and the five basic elements as well, Skills in oratory and the Technology role
 - c) How to conquer public speaking fear and Body language
 - d) Performance Techniques to increase the capacity in public speaking
 - e) Importance of personal appearance and what is important to consider

Training Agenda:

Time	Program
9:00 – 9:30	Registration + Coffee Break
9:30 – 10:30	Presentation of the legal study, case study and declaration
10:30 – 12:00	Questions and answers for Media
12:00 – 01:00	Session 1: Introduction <ul style="list-style-type: none"> - Good speaker - Five basic elements - Skills in oratory - Technology role
01:00 – 02:00	Lunch
02:00 – 02:30	Session 2: How to conquer public speaking fear and Body language
02:30 – 03:30	Session 3: Performance techniques
03:30	On-going Coffee Break
3:30 – 04:00	Session 4: Personal appearance <ul style="list-style-type: none"> - Ladies - Tie One On - On TV, Video and Videoconferencing
04:00 – 04:45	Tips for public speaking
04:45 – 05:00	Evaluation of the day

Public Speaking and Presentation Skills

Dr. J. K. Verma

What are your first questions?

W_HO

W_HY

W_HAT

W_HEN

W_HERE

... **H**ow ...

Who?

Audience analysis

- Coming from...
- Positions
- Educational level
- Age
- Needs and aspirations
- Expectations
- Male / Female differences
 - Female audiences tend to laugh more easily*
- Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.

This will determine the kind of presentation

Why?

Produce evolvement

- **Skills**
How to – Steps – Hands on
- **Knowledge**
Transmit messages - Critical thinking –Decision Making
- **Attitude**
Ethics – Values - Behaviors

What?

The Topic

- Know the objectives
- Search for facts and figures
- Dig into all the dimensions
- Be ready for any labyrinth
- Trust in the impact

SELECT

S - Sources and messages

E - Examples

L - Logic line

E - Emotion line – motivation

C - Content priority

T - Time planning

When?

Time & Length

- Morning is best...
- Food is your enemy
- Avoid distractions
- Spaced learning especially for long sessions: *ex. Conduct a session for 90mn and then allow for 30mn break*
- Primacy: cover important materials first and last

Where?

The environment

- A **calm room** away and free from any distraction
- Well **ventilated** and air-conditioned
- Enough space and available chairs for all attendees to be **seated comfortably**
- **Potable water** for all attendees, especially when the session exceeds 1 hour time
- Some **cookies or candy** on table is appreciated when a long session or a workshop is projected
- Take them out

Know your location

- Visit the place ahead of time
- Get used to the place
- Arrive “Early Enough”
- Practice using the microphone and any visual aids.

How?

- 1. Be ready**
- 2. Be confident**
- 3. Communicate**
- 4. Interact**
- 5. Shine**
- 6. Evaluate & Close**

How?

Be ready...

Positive thinking

- Consciously develop your strengths
- Have clear achievable goals
- Use creative visualization: you can if you think you can
- Expect the best in others
- Be specific with your self-praise

Your Expected Qualities

- Organizational skills
- Ability to listen
- Subject matter expertise
- Sense of humor
- Flexibility
- Patience
- Warm heart

Preparation Success

- Plan
- Rehearse – Rehearse - **Rehearse**
- **Rehearse** out loud with all equipment you plan on using.
- Practice with a timer and allow time for the unexpected.
- Prepare your tips and examples
- Visualize your success
- Pause and breath
- Be enthusiastic

Presentation Support- Technology Based

- Users computers
- LCD Multimedia projector - or - TV
- Audio System
- Micro (wireless, better...)

REMEMBER!

TECHNOLOGY HURTS! ... TEST

Slide shows

Careful!

- Dark text over bright background
- Animate, but don't over do it
- Small details are smaller on **big** screens!

How?

Be confident...

It's a matter of attitude

Seek first to understand, then to be understood
- Richard Covey

- Unleash your inner power (freedom)
- You are a winner, yes YOU ARE!
- That **does not** mean that you will not make mistakes!
- Mistakes are a vital part of improvement

Impress!

- Deal with the fear of rejection
- Set the positive mood to start a wave of acceptance and openness
- Don't try to break the ice before assessing it
- Release the tension (you/them)
- Smile sincerely
- BE YOU

Deliver confidence

*Get **POSITIVE** answers to your negative thoughts
and questions*

- What will I do with my hands?
- Will everybody be satisfied with what I will say?
- What if they ask a question that I don't have the answer?
- What to do if I will feel embarrassed?
- What if my voice was shaky?
- What if I do a mental block?

Remember

- You have to **trust You** so that they trust You
- You should have been ready!
- And if you're still not, you have to learn through practice and mistakes
- So there's no point worrying (worry is a wasted emotion – consider stress levels)

How?
Communicate...

Communication is a mix of...

- Words
- Tone of voice
- Body language

Use what is the most influential...
Your 55% Communication POWER

CAREFUL ABOUT CONFUSIONS

YELLOW	BLUE	ORANGE
BLACK	RED	GREEN
PURPLE	YELLOW	RED
ORANGE	GREEN	BLACK
BLUE	RED	PURPLE
GREEN	BLUE	ORANGE

How?
Interact...

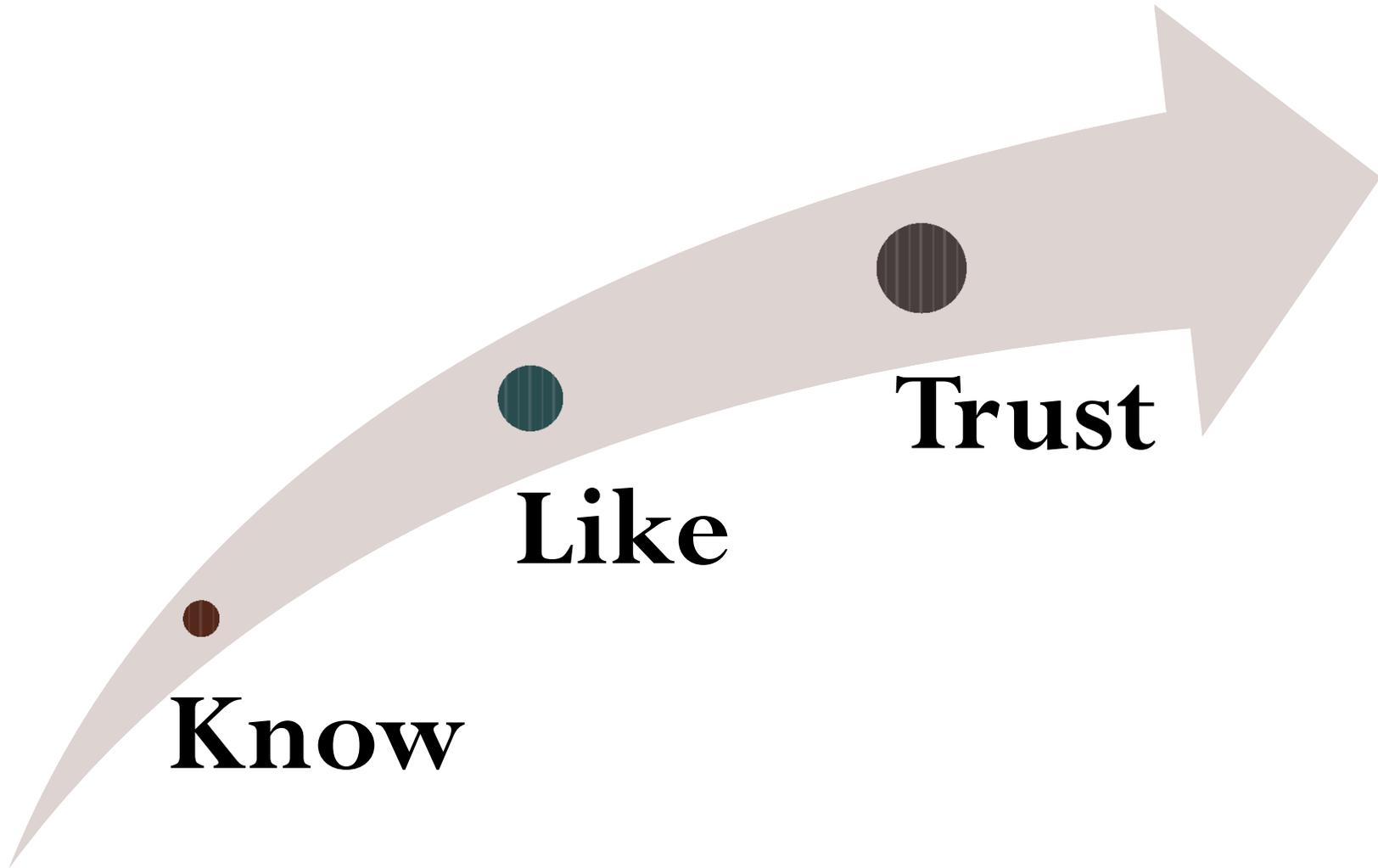
Meet your audience

- Scan your audience for key players, naggers, smarties, funnies, ...
- Know when to be formal vs. informal
- Be enthusiastic
- Keep track of your graph of time and activities

Attract your audience

- Speak their language
- Adapt
- Listen
- Do not accept all invitations to arguments and details
- Understand them, their restrictions, their considerations, their fears, ...

Build relations



Door openers

- A humorous incident
- Ask a question
- Quotation
- Shock opening
- Current affairs
- Visual aid
- A story
- A startling statement

How?
Shine...

Dont's

- **Don't** chew gum or use tobacco
- **Don't** use note cards
- **Don't** only read words
- **Don't** stand in front of the screen
- **Don't** defend yourself
- **Don't** have your screen, your flipchart and your conversation independent

Do

- **Stand straight**
- Watch carefully your **hands** moves
- Speak up
- Use a pointer
- Use eye contact
- Be integrated
- **Break monotony** create interest
- Back-up your topic with **examples**
- Show **enthusiasm**

Performance Techniques

Start low

- When you present in public . . . start low.
- Crescendo the audience to a big peak of excitement at the end of your program.

Stand Still

- It is very distracting to try to listen to a public speaking presentation when someone is wandering and swaying around on stage.

Timing

- The size of your audience will affect your timing
- Timing is also involved in spontaneous reactions to 'expected' unexpected developments during the presentation
- Laughter is hard to get and easy to discourage. Hold eye contact a little bit longer than you think you should when delivering punch lines because time is hard to judge when you are pumped-up for a speaking engagement.
- A pause lets the audience catch up and draw pictures in their mind. It is the audience's signal to imagine.

Vary Your Intensity

- Public speaking audiences expect intensity.
- They arrive wanting an 'experience.'
- To develop the speaking flow and energy that delivers that to them, use variation in pace. Monotones moan. Variety electrifies.

Stage Movement

- Wander around or take a step here and a step there. This is extremely distracting to the audience.
- In large rooms with lots of attendees many people can't see you, so they start to lose interest if you stay out there too long.

Ten "You's" for Every "I"

The WOW! Factor

- In fact, there are many things that you can use or do to make your audience say WOW!
- You may have great voice quality.
- You may use your appearance like professional speakers who wear funny glasses and ties.

Time of Day Matters

- Public speaking has aspects related to time of day that you must know about.
- For an early morning People are not conditioned to laugh a great deal in the early morning. Many won't even be awake yet. Use more information and less humor.
- Many consider brunch to be the best speaking time of day to expect a responsive audience.
- In the afternoon people are starting to get tired. Audience members will retain less because they are not listening as closely as they did in the morning.
- Long afternoon or evening program should not expect a great response to keep your presentation short and crisp and acknowledge the lateness so that the audience knows you care about them.

Don't Know Where You're Going

Do not worry about minor mistakes when you are public speaking. The audience does not know your script.

Public Speaking Energy

- The greatest asset any public speaking expert can have is ENERGY.
- Energy comes in many colors and hues, from a whisper to a shout.
- Prepare. Practice. Then, present. The result will be enormous speaking POWER.'

Pauses

- **Pauses** are some of the most obvious and important performance techniques.
- **Short**
The shortest pauses, which last anywhere from one-half to two seconds, are for the simple purpose of separating your thoughts. All you have to remember is to slow down. Give the audience a fighting chance to absorb what you are saying. Change your voice inflection slightly at the end of each thought to cue the audience the next thought is coming. Also, use a short pause before and after any phrase or word you want to emphasize
- **Long**
Long pauses of more than three seconds are very powerful. They command the audience to think about what you just said, that is if what you just said was worth thinking about.
- Please[pause][pause][pause] don't be afraid to be quiet once in a while. It can dramatically increase your impact.

**How to conquer
public speaking
fear!!**

Key Principles

Principle #1-Speaking in Public is NOT Stressful

- Life itself, including public speaking, is NOT stressful.
- Thousands of human beings have learned to speak in front of groups with little or no stress at all. Many of these people were initially terrified to speak in public. Their knees would shake, their voices would tremble, their thoughts would become jumbled .Yet they learned to eliminate their fear of public speaking completely.

Principle #2-You Don't have to be Brilliant or Perfect to Succeed

- You don't have to be brilliant, witty, or perfect to succeed. You can be average. You can be below average. You can make mistakes, get tongue-tied, or forget whole segments of your talk. You can even tell no jokes at all and still be successful.
- It all depends on how you, and your audience, define "success."
- Your audience doesn't expect perfection.
- Even if you pass out, get tongue-tied, or say something stupid during your talk . . . they won't care! As long as they get something of value, they will be thankful.

Principle #3--All You Need is Two or Three Main Points

- You don't have to deliver mountains of facts or details to give your audience what they truly want.
- You can even have your whole talk be about only one key point, if you wish.
- Remember, all your audience wants from you is to walk away with one or two key points that will make a difference to them.

Principle #4-You also Need a Purpose That is Right for the Task

- One big mistake people make when they speak in public is they have the wrong purpose in mind.
- Or, they have no specific purpose in mind, but the one that is operating within them unconsciously causes a whole lot of unnecessary stress and anxiety.

Principle #5--The Best Way to Succeed is Not to consider Yourself a Public Speaker!

- We often assume that to be successful ourselves, we must strive very hard to bring forth certain idealistic qualities we presently lack.
- In other words, we try to become someone other than ourselves! We try to be a public speaker, whatever that image means to us.

Principle #6--Humility and Humor Can Go a Long Way

- Humor is well understood by most of us, so little needs to be said about it here.
- If being humorous feels comfortable for you, or if it fits your speaking situation, go for it..

Principle #7--When You Speak in Public, Nothing "Bad" Can Ever Happen!

- It's useful to have a strategy in mind that has them turn out perfect. Sound difficult? It's not really.
- Most of the "negative" things that happen when I'm speaking can be handled by keeping this one simple, but powerful, principle in mind: Everything that happens can be used to my advantage.

Principle #8--You Don't Have to Control the Behavior of Your Audience

- There are certain things you do need to control but one thing you don't have to control is your audience.
- They will do whatever they do, and whatever they do will usually be "perfect."
- If people are restless, don't try to control this.
- If someone is talking to a neighbor, or reading the newspaper, or falling asleep, leave them alone.
- If people look like they aren't paying attention, refrain from chastising them.
- **Unless** someone is being intentionally disruptive, there is very little you need to control.

Principle #9--In General, the More You Prepare, the Worse You Will Do

- Preparation is useful for any public appearance. How you prepare, however, and how much time you need to spend are other matters entirely.
- The more effort you put in, the worse you probably will do.
- On the other hand, if you know your subject well, or if you've spoken about it many times before, you may only need a few minutes to prepare sufficiently.
- All you might need is to remind yourself of the two or three key points you want to make, along with several good examples and supporting facts and . . . BOOM you're ready to go.

Principle #10--Your Audience Truly Wants You to Succeed

- Most audiences are truly forgiving. While a slip of the tongue or a mistake of any kind might seem a big deal to you, it's not very meaningful or important to your audience.

Hidden Causes Of Public Speaking Stress:

Causes

- Thinking that public speaking is inherently stressful (it's not).
- Thinking you need to be brilliant or perfect to succeed (you don't).
- Trying to impart too much information or cover too many points in a short presentation.
- Having the wrong purpose in mind (to get rather than to give/contribute).
- Trying to please everyone (this is unrealistic).
- Trying to emulate other speakers (very difficult) rather than simply being yourself (very easy).

Causes

- Failing to be personally revealing and humble.
- Being fearful of potential negative outcomes (they almost never occur and even when they do, you can use them to your advantage).
- Trying to control the wrong things (e.g., the behavior of your audience).
- Spending too much time over preparing (instead of developing confidence and trust in your natural ability to succeed).
- Thinking your audience will be as critical of your performance as you might be.

Personal Appearance

Not only should the length of a speech be appropriate for the audience, but the speaker should make sure that their appearance is not distracting.

TELEVISION & VIDEOTAPE TIPS

- Prior to your performance, have instant photos or video taken of you while sitting and standing. Make sure your clothes look good in both positions.
- Do not wear any clothing with tight patterns or pin stripes. This causes an optical illusion called a moiré pattern which makes you look bad.
- Avoid clothing with large patterns or geometric shapes. The audience will watch your clothes instead of you.
- Avoid flashy jewelry. It reflects light.
- Avoid jangly jewelry. It reflects light and makes noise that will be picked up by your microphone (this applies whether you are on TV or not).
- Wear your eyeglasses if you want, but avoid shiny frames.
- Tip the bows of your eyeglasses up slightly off your ears. This angles the lenses down to reduce glare from lights.

Men

- Wear knee-length socks.
- Always keep double breasted jackets buttoned
- Single breasted jackets can be opened, but not too wide.

WOMEN

- Don't wear vivid red lipstick or lip gloss. Stick to softer tones.
- Make sure your hair will stay where you want it.
- Make sure that a microphone and transmitter can be attached to your clothing.

Audiovisual

- Fill Up the Screen.
- When you project a photo or other image during a public speaking engagement, fill up the slide, or overhead as much as possible. This does not mean to fill the projection with lots of text. This tip only applies to images.
- In the sample below the same piece of clip art has a completely different impact and effect because it fills the frame. When speaking in public, don't forget the impact of your visuals.



Pay Attention to Color

- Pay Attention to Color
- **Flip Chart Color**
- => **Black, blue and green** inks have the greatest visibility.
- => **Blue** is the most pleasing color to look at with **red** coming in second (note: pleasing to look at and visibility are not the same)
- => **Do not do the whole chart in red ink.**
- => Avoid **purple, brown, pink and yellow** inks.
- **Use Color Thoughtfully**
- **Use Color Psychologically**

Code of Colors

- => **RED** = Brutal, Dangerous, Hot, Stop!
- => **DARK BLUE** = Stable, Trustworthy, Calm
- => **LIGHT BLUE** = Cool, Refreshing
- => **GRAY** = Integrity, Neutral, Mature
- => **PURPLE** = Regal, Mysterious
- => **GREEN** = Organic, Healthy, New life, Go Money
- => **ORANGE / YELLOW** = Sunny, Bright, Warm
- => **WHITE** (if I make the example white you couldn't see it) = Pure, Hopeful, Clean
- => **BLACK** = Serious, Heavy, Profitable, Death Since "death" is a pretty heavy way to end this section, I will give you a reference to find out more about outstanding visual design.

Tips for Public Speaking

- Turn nervousness into positive energy.
- Know your material.
- Pick a topic you are interested in.
- Use humor, personal stories and conversational language – that way you won't easily forget what to say.
- Relax.
- Visualize yourself giving your speech.
- Imagine yourself speaking, your voice loud, clear and confident. It will boost your confidence.
- Don't apologize any nervousness or problem – the audience probably never noticed it.
- Concentrate on the message – not the medium.
- Focus your attention away from your own anxieties and concentrate on your message and your audience.