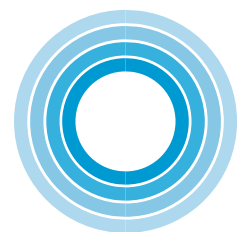
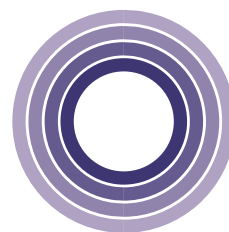
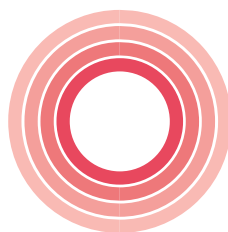
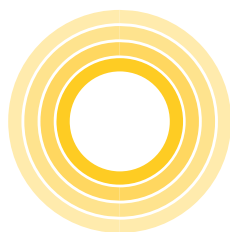
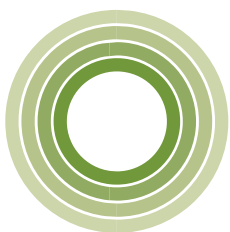




Public Speaking Training

Martine Alonso Marquis



Training Overview

- **Warm up game:** Impromptu Public Speaking
- **Managing nerves:** *Taming the inner critic!*
Building confidence and a positive attitude towards public speaking
- **Attention:** *Learn the secrets to powerful and dynamic presence!*
Nonverbal communication: eye contact, hand movements, use of silence and strong presence
Framing: powerful openings and conclusions
Voice: practice intonation, projection, pausing, and articulation
Aim: to speak at resonance with clarity and enough power
- **Meaning:** *The brain processes meaning before details!*
Know your audience: learn how to assess and connect with diverse groups
What is your purpose: delivering key messages with clarity
Meta-Programs: participants understand their personal information chunk preference (ex. if they tend to give too much/too little information)
- **Multi-Sensory:** *Captivate your audience with a multi-layered presentation!*
Self-assessment: discover what preferred communication filters you have (digital, audio, visual, and kinesthetic)
How to spice up your talks: maximize impact by learning how to use multi-sensory communication
- **Final presentation round**

The Coach & Trainer

“Everyone going through transition and development can use support to reach their full potential”

Martine Alonso Marquis

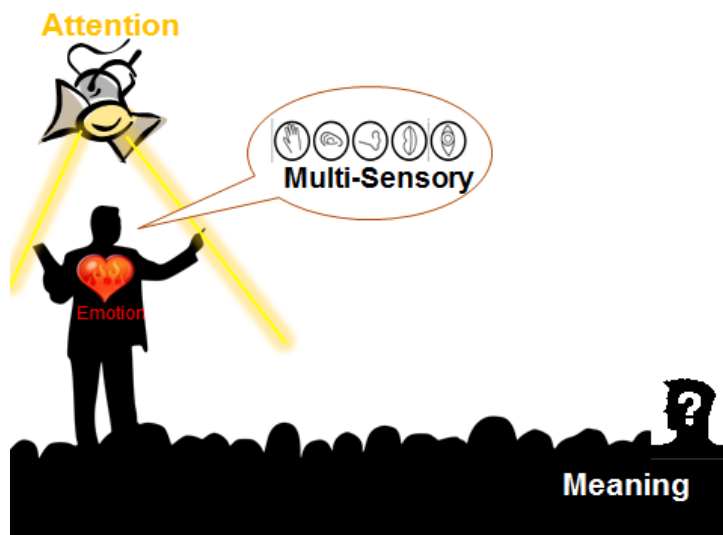
>>> PhD in Political Science, Master of Science in International Relations, Master of Arts in Conflict & Security Studies from Sciences Po Paris, Bachelor of Arts in Social Sciences from Humboldt-Universität in Berlin.

in Short

Martine Alonso Marquis leads the Career Advice Service of the Paris Campus of the University of Kent, specializing in Humanities and the Arts. She is the director of the Pat Cox-Humanity in Action Fellowship in the European Parliament and a teacher of International Relations at Sciences Po Paris. Until July 2014, she was a political advisor on foreign affairs to a Member of the European Parliament. She has gained extensive work experience with Oxfam in Berlin, the International Criminal Tribunal for the former Yugoslavia in The Hague, and the Humanitarian Law Center in Belgrade and Pristina. Martine has organized many educational workshops and trainings with the South Eastern Europe Initiative of the French-German Youth Office, mostly focused on interculturality, human rights and post-conflict reconciliation. She especially enjoys giving advice on career choices and research perspectives to students and university graduates of all levels. At key2advance, she is the main advisor and trainer for PhD candidates. In her free time, Martine likes to write scenarios, act, sing and work on various creative audio and video productions.

IMPACT Training Aim

*To understand and practice the **four most important pillars (attention, meaning, multi-sensory & emotion)** needed to maximize one`s impact when speaking to an audience. At the end of the training, participants will have understood their preferred communication style and gained awareness on how to connect with various audiences and leave a lasting impression. The workshop is exercise intensive and covers the importance of structure, voice, body language, presence and the use of multi-sensory/emotionally stimulating communication.*



ATTENTION: *Learn the secrets to powerful and dynamic presence!*

Powerful Presence: *Body language matters!*

According to the NLP communication happens on three levels:

- 55 % Body language (visual)
- 38 % Tone of voice (audio)
- 7% Words (verbal)

The best way to stand at the start of your presentation is with your feet shoulder-width apart with your toes turned slightly outwards. This Position does not only make the speaker feel grounded but also looks powerful to others.

Good posture - the wall trick: If you are not sure about your posture lean on a wall with your back straight. If the back of your feet, your back and shoulders touch the wall you have a good posture.

Hands: Your gestures should be clear, simple, and without hectic movements. However, if you gesture all the time, it will get very tiring for your audience. Therefore, you need to place your hands at waist level (right above your belt line) when you are not gesturing. These are what we call *resting positions*.

Remember: Let your hands flow naturally when you need to gesture, but bring them back to the resting position in between.

How to make use of your mental state to improve you (stage) presence?

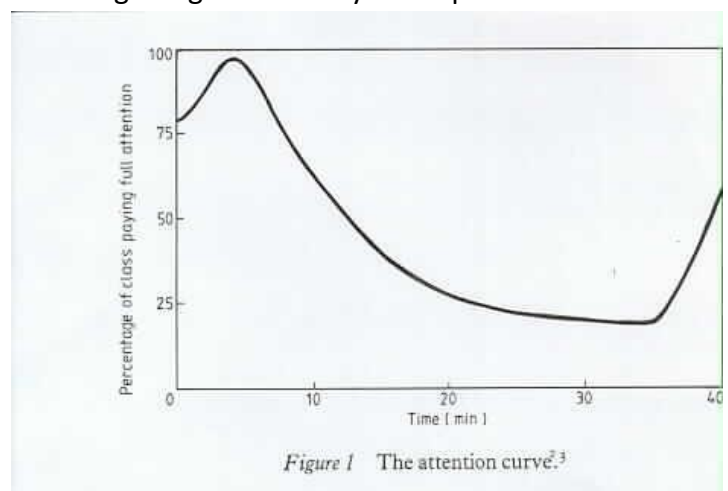
Before you speak put yourself in a positive mental state, such as “I love to entertain you”. Or “I have something really interesting to tell you.”

How do you “hook” your audience? *Understanding the human attention span!*

Studies have shown that people are best at remembering things which they are exposed to first and last.

In addition to that, within 5 -10 seconds of your entry your audience will already decide if they want to pay attention.

Therefore, start and end with a **BANG!**
According to research done by John Medina, neuroscientist and author of many books, the listener needs a “bang” every ten minutes to refocus their attention.



10 ways to open with a BANG:

1. Start with a quote

“Quality is remembered long after the price is forgotten”- slogan of the Gucci family.
For more quotes check out the following website: www.quotationspage.com

2. Make a bold claim

“Good presenters are made not born.”

3. Invite them to imagine

Make the audience active participants, transform words into pictures, sounds and feelings:
“Imagine you are lying on the beach, you can feel the sun on your skin...”

4. Present a striking fact or statistic

On average, companies respond to only 30% of social media fans' feedback.
(Source: [Factbrowser](#))

5. Ask a question

A question keeps people alert and wakes them up. You can also call for a show of hands, e.g. “How many of you are nervous when speaking in front of a large group?”

6. Tell a story or anecdote

This works well especially if you share a personal experience others can relate to.

7. Use an aphorism or proverb

“It is the early bird that catches the worm- but not everyone likes to get up early.”

8. Make them curious

An NLP trainer once placed a jellybean sweet on the seat of everyone before the audience arrived. Everyone was curious what this was all about. He opened by talking about the fact that we experience the world with our five senses. Then he asked the participants to see the jellybean from this perspective (smell, see, feel and taste the bean).

9. Introduce an analogy or metaphor

An *analogy* is a comparison between two apparently unlike subjects.

“Customers are like plants in a garden, if you nurture them they will grow, if not they will die.”

A *metaphor* is defined as something that we use to replace “normal” words in order to help others understand or enjoy the message. Famous examples: “road-map to peace” or “the iron curtain”.

For more metaphors: http://knowgramming.com/metaphors/metaphor_chapters/examples.htm

10. Crack a joke

Careful, not everyone shares the same sense of humor!

Effective Introductions:

Starting by introducing yourself and giving your title is obvious and boring!

1. Open with a bang (see previous page)
2. Tell them what is in for them (i.e. what they will get out of your presentation)
3. Introduce yourself
4. Make clear your purpose/aim (your personal drive as the presenter)
5. Present an overview/agenda, and explain what you will tell them

It is estimated that the overall impact of a presentation will be enhanced by up to 20% by a well-judged introduction.

Powerful Conclusions:

The good news: even if your presentation was relatively weak, a good ending can turn an average speech into a success. Likewise, a bad ending can ruin an otherwise excellent presentation.

DO NOT just say: "So that`s it, any questions?"

Your opening remarks and your ending are the frame of your presentation.

⇒ A good way to end is to refer to the beginning (e.g. if you started with the Gucci motto you could say something like: "I mentioned at the beginning that quality is remembered long after the price is forgotten. If we make sure we are the best, we will always be remembered."

Conclusion outline:

1. Brief summary: rephrase the most important points
2. Framing (refer to the beginning)
3. Open the question and answer section

Remember:

1. KISS - keep it short and simple

Some studies show that out of every 1000 presentations only one or two go on for too short. Something to think about: Most adults have an attention span of somewhere between 25 and 40 minutes. During this period of time they can only "digest" 5 to 9 chunks of information. A short presentation with too much information in it is ineffective.

To have the right amount of information delivered in the right time span:

- 20 mins - two major points (including introduction and conclusion)
- 30 mins - three major points
- 40-45 mins - four major points, better: three major points whilst leaving enough time for questions and answers.

2. DO NOT use any jargon, complicated language or too many abbreviations

Examples:

NO-NO!	YES!
"We are big players in the B2BVoiP/PSTN Arena"	⇒ "We provide cheap phone calls for organizations."
" Our university is facing a paradigm shift."	⇒ "We are going through changes."
Due to the fact that	⇒ because
At the present time	⇒ now
Employ	⇒ use
Prior to	⇒ before

General rule of thumb: Use the three e's: ⇒ educate ⇒ entertain ⇒ explain

Tips for bringing dry topics into life:

"Creativity requires the courage to let go of old habits." Erich Fromm

1. "Go off the beaten track" – change the usual scheme (see: "framing")
2. Find a personal approach to the topic
3. Come dressed as a historical character (e.g. Mozart for Vienna) and introduce the city from his/her point of view
4. Use accessories
5. Interview someone (from the audience, or a staff member)
6. Be a moderator, not a presenter : interact with the audience, ask questions, dialogue
7. Make it more personal by connecting with an experience or a feeling that everyone shares
8. Use "teasers" / "cliffhangers" to create curiosity, such as: *"after the break, you will learn the secrets of how to captivate your audience with your voice".*

VOICE Resonance: What separates an average speaker from a GREAT speaker?

What does a voice with resonance sound like?

A speaker with a resonant voice exudes confidence, credibility and conviction. It draws the audience's attention in and keeps them sitting on the edge of their seat.

What is resonance?

Resonance is the amplification of sound by sympathetic vibration in the body, resounding in five major cavities (nose, mouth, throat, voice box, and chest). When people speak with resonance, their whole body is vibrating in the same frequency, as well as their surrounding area.

A voice without resonance is thin and lifeless. It has less or no power to engage, influence and inspire.

Voice coaches like to make analogies to the violin, cello, or guitar: they need the resounding box to create resonance and warmth.



How to find your voice resonance?

1. Proper Breathing

You must breathe with the support of your diaphragm since it is impossible to create full resonance in all five cavities if the breath is shallow and restricted. The voice will stay in the throat and sound thin, and maybe even squeezed.

2. Relaxation

Full resonance is created effortlessly. If you are trying hard, you constrict your voice production with the tension in your body. Relax your body by taking deep breaths and by releasing any tensions. This will allow your voice to come through naturally.

3. Engagement

To speak with resonance, the speakers should connect emotionally with the subject they are talking about. When people are congruent (they feel what they say), their voice becomes more authentic and magnetic.

Remember: Vocal power and projection comes from vocal resonance. It does NOT come from pushing harder; that will just create strain on your voice and sound undesirable!

MEANING: *The brain processes meaning before details!*

In order to connect with your audience during presentations, it is important to be able to place yourself in their shoes. Only from this perspective can you truly communicate understanding and rapport.

Group Rapport - *Meeting people in THEIR model of the world!*

Rapport is what we call the naturally occurring 'dance' that happens when people are at ease with each other. In other words: the unconscious and conscious signals that we send and pick up from others when in sync.

Why is this important? Rapport is the essential basis for successful communication - if there is no rapport there is no (real) communication!

Benefits of Rapport: Rapport is a way that creates a sense of acknowledgment, harmony, and acceptance – we feel understood, acknowledged, safe, or at ease with a person. When you establish rapport with your audience, they become your allies and are much more likely to pay attention and to cooperate with you.

How to create it?

The best way to build rapport is to be trustworthy and likeable. Therefore, if you show your audience that you trust and like them, they are most likely to reciprocate.

How to connect with your audience → Tips:

- 1. Talk to people before your presentation begins.**
Introduce yourself as people gather. Get them talking about themselves and why they are there.
- 2. Have your audience's best interests at heart.**
See your presentation as an opportunity to serve your audience, not to impress or "sell" them.
- 3. Focus on your audience.**
Stage fright is rooted in self-preoccupation. ("How am I doing?", "Am I making any sense?")
Stop focusing on yourself! Focus, instead, on your audience. ("How are you?", "Are you getting this?", "Can you hear me?")
- 4. Establish eye contact.**
Look people in the eye one at a time. Hold their gaze for 5 to 7 seconds, and then look someone else in the eye. (Some cultures consider direct eye contact rude, so be careful when speaking to audiences in other countries.)
- 5. Approach your presentation from your audience's perspective.**
Address their concerns. Speak to their interests, values, and aspirations. Avoid jargon, words, or concepts they don't understand. (If you have to use unfamiliar words, explain them immediately.)

Know your audience! *One size does NOT fit all!*

The more you know about your audience, the more you will be able to tailor your speech to their specific needs. To help you make sure your speech will have the maximum impact, you need to know the answers to the following questions first:

PURPOSE (of the speaker):

- ⊙ *What do I want to tell them?*
- ⊙ *What do I want them to DO as a result of this talk?*
 - *Immediately:*
 - *Later on:*
- ⊙ *What can I realistically achieve in this presentation?*
- ⊙ *What can they take in and remember?*
- ⊙ *Written support/handouts/follow-up:*

AUDIENCE:

- ⊙ *Who are they?*
 - *Age/nationality/gender*
- ⊙ *What do they want to know?*
 - *What's in it for me?*
 - *What do I have to do?*
 - *What do I do if I have questions?*
- ⊙ *What do they like or need?*
- ⊙ *What do they already know?*
- ⊙ *What's unfamiliar to them?*
- ⊙ *Which familiar concepts can I use to explain important unfamiliar ones?*

HOW TO PITCH - *Triggering and keeping attention*

Attention: bold claim, fact/statistic, analogy, question, invite to imagine

Convince/Context: Why is this relevant to the audience? What is your goal? Your desired impact?

Transfering Example: past/present/future, real/imagined

Introduction: name of project/what it will be (workshop, platform, exhibition...)

Overview: scope, actors, budget, time-line...

Next steps: what to do if they want to get involved, more info, handouts, links, deadlines...

Bonus Material: *Emergency plans for main fears!*

“I will make a mistake”

No problem, we all do. Have a phrase ready in case you stumble, the computer does not work, etc. That way you will gain time, there will not be an awkward pause.

“I will have a black-out”

Give a copy of your speech to a friend in the front row who can prompt you. Repeat what you just said until you're on track again. Shift the attention to the audience by asking a question, e.g. “Is everything I said clear to you so far?” “Any questions so far?”, “Would you like me to go back to this point?” Also: the more you are emotionally engaged with your speech, the less likely a black-out will happen.

“I will forget some important points and I will not stick to the order”

Do not worry, unless you present in front of a group of mind-readers and clairvoyants the audience do not know what you were going to say.

If you leave out something, people can always ask in the Q&A section.

“I am worried because I am not presenting in my mother tongue”

KISS (see above): Do not use complicated phrases, stick to your own vocabulary. Remember that the audience is on your side. Most likely they will admire you for what you do.

“I am scared I cannot answer the audience's questions”

- Rephrase the question and repeat it to the whole audience to gain time
- Address answers to the whole audience
- If you do not know the answer, be honest and say so
- Prepare set-up questions by friends
- Anticipate questions and prepare
- Divert question to an expert in the audience

“I will be too nervous”

- Prepare, and rehearse well to feel confident
- Reinterpret/reframe negative feelings:
Tell yourself: “Extra adrenaline gives me concentration, the performing edge!”

“I am scared of speaking in front of so many people”

- Reframe: Speaking in front of a group are many one-on-one conversations.
- Make eye contact with some friendly faces.
- Talk to some of the audience before to warm them up, if possible.
- The audience may get bored. Make eye contact, add flavor start and finish with a bang (see above) and you will be fine.

What should a cue card look like?

- A5 format, cardboard
- Write the entire first phrase
- Don't forget verbs: Verbs are easier to work with than nouns
- Number your pages

Final words of wisdom: *Preparation, preparation, preparation!*

To fail to prepare is to prepare to fail!

If you do not take the time to prepare properly you will suffer from nervousness; the more nervous you get, the more likely you are to make mistakes. The better prepared you are, the more confident you will be. If you are confident, the audience will sense it and you will connect better with them. As a result, when you sense that the audience is happy you will feel even more confident.

So, by being prepared you create a win-win-situation!

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