

# Session 10

## Speak Up, Speak Out

### Purpose

The purpose of this session is to present tips on how to speak effectively and persuasively. These tips apply whether you hesitate to speak at all, or say so much people stop listening. You will find lessons in *Speak Up, Speak Out* particularly useful as you prepare a presentation about your passion for the final session, and the graduation celebration.

### Agenda

1. Debrief independent learning assignment
2. Activity: *Bugged by Speeches?*
3. Five suggestions for effective public speaking
  - Prepare
  - Put yourself into your speech
  - Plan your presentation
  - Watch your demeanor
  - Build rapport with your audience
4. Three types of speeches
  - Informational
  - Motivational
  - Persuasive
  - Activity: *You're a Speechwriter*
5. Impromptu public speaking
  - Activity: *What's in the Box?*
6. Tips from Toastmasters International
7. Independent learning assignment
8. Participants' evaluations

### Learning objectives

- Learn general guidelines for giving speeches.
- Understand reasons for giving a speech and how to best formulate different types of speeches.
- Learn tips on giving impromptu speeches.
- Practice planning and giving speeches in preparation for the graduation celebration presentation about your passion.

# 1. Debrief independent learning assignment

## 2. Bugged by speeches?

A survey taken in Australia identified two things people were afraid of most: Bugs and public speaking. A man named Dale Carnegie recognized the difficulty people had in overcoming fear of public speaking when he began teaching in 1902. What he said back then is still true today. “When I am called upon to stand up and speak, I become so self-conscious, so frightened, that I can’t think clearly, can’t concentrate, can’t remember what I intended to say. I want to gain self-confidence, poise and the ability to think on my feet. I want to get my thoughts together in logical order, and I want to be able to talk clearly and convincingly.”

Not all people are afraid to speak out. Some people have the “gift of gab” and can engage their audiences for hours. If a person speaks too long, though, listeners will get restless and “tune out.” People need to speak up, present their viewpoint, and then let others have a turn.

## 3. Five suggestions for effective public speaking

Speaking effectively in public requires enthusiasm, persistence, self-assurance and a little practice. In addition to having a positive attitude about speaking and your topic, learn to follow these five important suggestions.

### Five suggestions for effective public speaking

1. **Prepare.** You may not always have time, but even a minute or two of collecting your thoughts helps you to sound prepared and logical.
  - Know your audience (adapt your approach to *them*).
  - Don’t memorize word for word (inevitably you will forget).
  - Figure out what you want to say and the order in which you want to say it beforehand.
  - Rehearse.
2. **Put yourself into your speech.** You become a more effective speaker if you relate your topic to your own experience.
  - What significant experience have you had that relates to your topic?
  - Think about your early years, upbringing, struggles to get ahead, hobbies, unusual experiences, and how your beliefs and convictions relate to your life’s experiences.
  - Illustrate your speech with personal experiences.
3. **Plan your presentation.**
  - Limit your subject. Do not try to cover everything about your topic. For example, narrow it down to one or two main points if you are giving a five-minute speech.
  - Think about saying much more than you actually will say. Learn about your topic in depth, but cover only 10 percent of what you learned in your speech.
  - Fill your speech with verbal illustrations, examples and anecdotes. For example, if you are going to talk about your passion, and your passion is finding a cure for diabetes, illustrate your speech by describing what a



*Speak on what life has taught you, and I will be your devoted listener.*

—Dale Carnegie  
(1888-1955)  
*pioneer in self-improvement*

diabetic goes through in dialysis.

- Use names (you can make them fictitious).
  - Be specific – give details.
  - Answer the five W questions: when? what? who? where? and why?
  - Dramatize an example by using dialogue.
  - Help people visualize what you are talking about through demonstration.
- Use familiar words and words that are concrete – not general and vague.
4. **Watch your demeanor.**
- Act enthusiastic. Deliver your speech as if you were accepting an award, not as if you were going to the gallows.
  - Take a deep breath before you start. Oxygen helps your brain work better.
  - Stand away from walls and furniture. Don't lean on anything.
  - Project your voice so that the person in the back with hearing loss can hear you.
  - Speak with your whole body – show enthusiasm with facial expressions and body language.
  - Show that you care about your topic and are eager to share what you know with others.
5. **Build rapport with your audience.**
- Say things that you know people in the audience are interested in. What is it about your passion that your audience can relate to? How can they benefit?
  - Show appreciation for your audience and be sincere.
  - Identify yourself with the audience. Show some connection. Refer to the audience as “you” or mention names of people in the audience.
  - Involve the audience. Ask questions; take a straw vote on their views; or ask them to help you solve a problem.
  - Be humble. Never act as if you think you are better than your audience. Bragging is fatal. Audiences resent an egotist. On the other hand, don't apologize. Nothing is worse (or more insulting to an audience) than beginning a speech with, “I am sorry I didn't have time to prepare,” or “I really don't know very much about this topic, but . . .”

**Workbook activity: Strengthen Your Weakness**

- Which of these five suggestions will be most difficult for you to follow when you make a presentation? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What will you do to reinforce following the suggestion so you improve your ability in public speaking? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



*People are eager to hear what you have to say, as long as it applies to them.*

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*Empathy unlocks the door to your audience's heart.*



These five suggestions apply to any type of speech. When developing the actual content of your presentation, however, be clear about your purpose. Is it to give the audience important information? Is it to motivate the audience into action? Is it to persuade them or convince them to believe what you are saying? Each of these types of speeches – informational, motivational or persuasive – is developed a little differently.

## 4. Three types of speeches

### Informational — Inform your audience

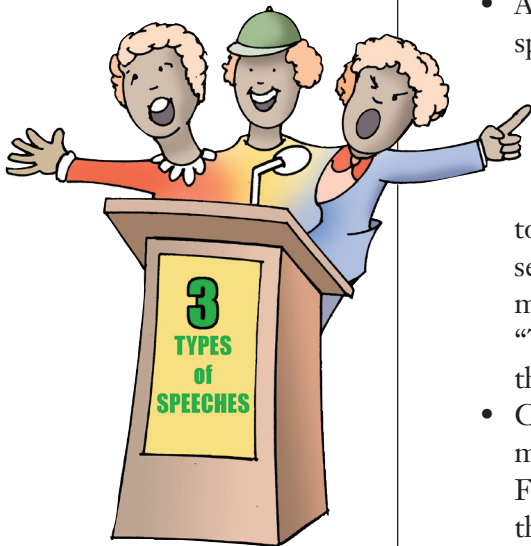
Think about how to give directions, for example, instructions on how to get to the office, how to wash clothes, or how cell phones work. Making yourself clear is the most important goal when you speak to inform your audience. Follow these steps.

- Limit your subject matter. Your speech will be more effective if you talk about one idea in depth rather than try to cover everything about the topic. For example, if your passion is to allow DNA testing to free people who are already convicted of a crime, don't talk about American jurisprudence or the double helix. Limit your talk to one example of how an innocent person was exonerated. If you think your audience would be more interested in a monetary analysis, limit your main point to showing the difference between the cost of a DNA test and the cost of keeping someone in prison.
- Arrange your speech in a logical sequence — by order of time, space or special topics. In other words, to explain how to do laundry, don't wait until the end to instruct someone to separate red clothes from white clothes. Describe each step in chronological order.
  - Enumerate your points as you make them. Have you ever listened to a speech and you couldn't figure out how one point related to another, or where the speaker was going with her ideas? It helps to set off major ideas by numbering: "My first point is . . . , and that brings me to my second point . . ." "Third, . . ." By letting your audience know "There are three reasons to . . ." they will anticipate the second and third points.
- Compare unknown or unfamiliar concepts with something that is common and familiar. Turn a fact into a picture. Make an "eye impression." For example, "The war left 40,000 people homeless — more people than our stadium holds." "One teaspoon of toxin diluted in a body of water the size of our Lake Gaviota would be sufficient to kill anyone who drank a cupful." (Use "Lake Gaviota" rather than "one million acre feet of water.") Another example: "I saw him from a block away," instead of "I saw him from 500 feet away." Don't use jargon or terms people in the audience might not know.

### Motivational — Move your audience to action

You can move your audience to action in three minutes if you follow this formula:

- Begin with an example. Give details of an incident that illustrates the main idea you want your audience to know. You can use an experience



from your own life, an event that had a dramatic impact on you. Invite the audience to relive that experience. Make sure to include only the details that are relevant to your main point. (Take more time with your example than the other two sections explained below.)

- Make your point. Say exactly what you want your audience to do. Ask, “If I could get my audience to do something about this, what would I want them to do?” Remember, the easier you make it, the more likely they will do it. And, how they can do it must be clear. For example: Which statement is more powerful in finding volunteers? “Be a mentor” or “Sign up now to take one child fishing next Saturday.”
- Be sure to make your point with conviction. Say it loud with no uncertainty.
- Give your reason they should do it. Highlight the advantage or benefit the listener can expect. You don’t need to give a hundred reasons. Select the most outstanding reason and be sure that it relates to the example you gave at the beginning of your speech.

### **Persuasive — Convince your audience**

*If a speaker believes something earnestly enough,  
he will get converts to his cause.*

- Your sincerity is the best way to win over the audience.
- Go for a “Yes-Response.” Start with an idea everyone can agree with, something you know the audience believes. Ask a question everyone wants answered. For example, if your passion is to increase the number of African-American homeowners and you are speaking to the Mayberry Chamber of Commerce, you might start with “Owning your own home is the American dream. We know that home ownership makes neighborhoods more stable and less vulnerable to crime.” Who could disagree with that? The audience is now in a “yes-response” mode.

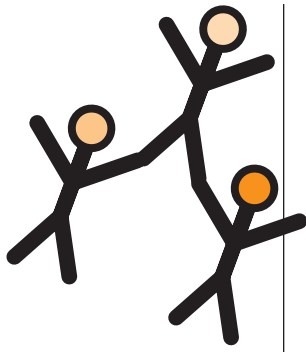
*My way of opening and winning an argument  
is to first find a common ground of agreement.*

*— Abraham Lincoln (1809-1865)*

*16th U.S. president*

- Speak with contagious enthusiasm. Reveal how deeply you believe what you say. Do not be afraid to arouse feelings in people when you want to convince them.
- Respect your audience. Don’t take the attitude that the audience is the enemy to be conquered and you are ready to contradict any ideas they have. Instead, plant the idea you want them to be convinced of, and keep other contradicting ideas from surfacing.





## Activity: You're a Speechwriter

Your group will create a **three-minute** speech. Decide first if your speech will be informational, motivational or persuasive. Decide on the topic. Brainstorm content. Develop an outline. Rehearse. Deliver the speech.

My speech will be (select one of the three types) \_\_\_\_\_

The topic is \_\_\_\_\_

Some points I want to include: \_\_\_\_\_

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My outline and the order I want to cover these points:

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In delivering my speech, I will make sure to . . . (Which suggestions do you want to pay close attention to following?) \_\_\_\_\_

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### Two more recommendations

#### DO

- Tell them what you're going to tell them.
- Tell them.
- Tell them what you just told them.

#### DON'T

- Ramble
- Mumble
- Fidget

## 5. Impromptu public speaking

Time to prepare a speech is a luxury. More often than not, we are asked to make a speech on the spur of the moment. You want to make the most of that opportunity, so here is what to do if you are asked to say something and are given no time to prepare.

### Impromptu speeches

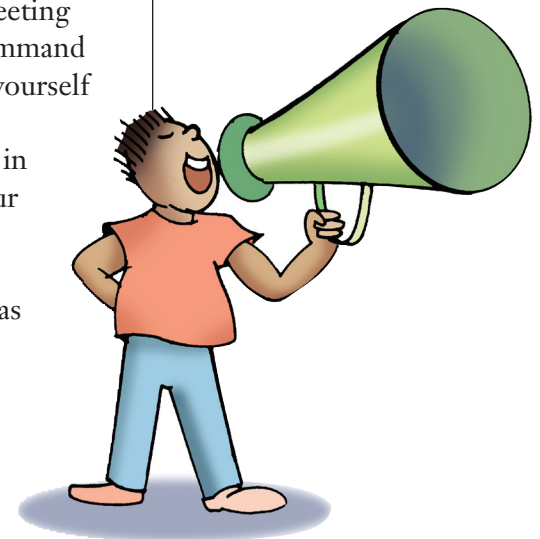
- Practice makes perfect. Thinking on your feet can be more difficult than preparing a speech. The key is practice, practice, practice – not practice your speech, but continually putting yourself in the position of speaking impromptu. *Serving on a board creates many opportunities for impromptu speeches.*
- Just assume you will be asked to speak impromptu. Think of all the situations in which you might be called on to make a statement. In a meeting, for example, you may want to speak for or against a motion. If someone turns to you and asks you about term limits or the war in Iraq, will you be satisfied with your reply?
- When possible, quickly fall back on an example. Make a quick decision about what experience in your life relates to the topic at hand. An example from your own experience allows you to speak with authority, and the audience will be absorbed in the human interest aspect.
- Use the moment to your advantage. Remember that audiences like speakers to say things about them. Refer to the occasion, the meeting that brings people in the audience together. To demonstrate command of the situation, refer to something a previous speaker said. Be yourself and carry on a conversation with the audience.
- Stay alert. It's tempting to let your mind wander in meetings or in class. Think of listening as weight lifting. You are exercising your brain when you pay close attention. If you think you might be called upon, pay careful attention to what is going on, what is being said. When you are called on to speak, condense your ideas to a few sentences. Speak briefly and sit down.

## 6. Tips from Toastmasters International

Toastmasters International is a nonprofit organization governed by a board of directors elected by its membership. The first Toastmasters club was established on October 22, 1924, in California by Ralph Smedley. Its purpose is to help members learn public speaking in a supportive environment. A typical Toastmasters club is made up of 20 to 30 people who meet once a week for about an hour. Each meeting gives everyone an opportunity to practice:

- conducting meetings
- giving impromptu speeches
- presenting prepared speeches
- offering constructive evaluation

*So, the first bit of advice  
I offer is this:  
Condition yourself mentally  
to speak impromptu  
on all occasions.  
This requires thinking,  
and thinking is the hardest  
thing in the world to do.  
—Dale Carnegie  
(1888-1955)  
pioneer in  
self-improvement*



A document available from the Toastmasters Web site, [www.toastmasters.org/pdfs/top10.pdf](http://www.toastmasters.org/pdfs/top10.pdf), offers the following tips for successful public speaking:

### **10 tips for successful public speaking**

Feeling some nervousness before giving a speech is natural and healthy. It shows you care about doing well. But, too much nervousness can be detrimental. Here's how you can control your nervousness and make effective, memorable presentations:

- 1. Know the room.** Be familiar with the place in which you will speak. Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
- 2. Know the audience.** Greet some of the audience as they arrive. It's easier to speak to a group of friends than to a group of strangers.
- 3. Know your material.** If you're not familiar with your material or are uncomfortable with it, your nervousness will increase. Practice your speech and revise it if necessary.
- 4. Relax.** Ease tension by doing exercises.
- 5. Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear, and assured. When you visualize yourself as successful, you will be successful.
- 6. Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They don't want you to fail.
- 7. Don't apologize.** If you mention your nervousness or apologize for any problems you think you have with your speech, you may be calling the audience's attention to something they hadn't noticed. Keep silent.
- 8. Concentrate on the message — not the medium.** Focus your attention away from your own anxieties, and outwardly toward your message and your audience. Your nervousness will dissipate.
- 9. Turn nervousness into positive energy.** Harness your nervous energy and transform it into vitality and enthusiasm.
- 10. Gain experience.** Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need.

Source: Toastmasters International, [www.toastmasters.org](http://www.toastmasters.org)

## **7. Independent learning assignment**

Develop a three-minute presentation about your passion to give at graduation.

## **8. Participants' evaluations**