Public Speaking & Presenting with Impact
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Growth Mindset ....

If you’re not a confident public speaker it’s because you haven’t had,

• The opportunity
• The right feedback
• The chance to practice
Communicating with Confidence

• Getting your message across - It’s what you do that counts
  1. Content
  2. Structure
  3. Delivering your message
What’s your objective?

DO?

Think / Say?

Feel?
Humans communicate through stories
Facts tell...

The **UK** uses 13 billion **plastic bottles** every year. Only 7.5 billion are **recycled**. The remaining 5.5 billion are landfilled, littered, or incinerated. **Landfill** and incineration of **plastic bottles** produces approximately 233,000 tonnes of CO2 emissions a year.

.... but stories sell!

[https://www.youtube.com/watch?time_continue=18&v=MRt4lEXkDJs](https://www.youtube.com/watch?time_continue=18&v=MRt4lEXkDJs)
Language – Specific and Vague?

• Specific – Facts, Analysis, Actions
• Vague – when you want the audience’s personal interpretation
• Vivid – evoke emotions, images and other senses
Presentation Structure

1. Audience Analysis
2. Summary
   Your 3 Key Messages
   Call to Action
3. Lead-in
   Topic / Point 1
4. Lead-in
   Topic / Point 2
5. Lead-in
   Topic / Point 3
6. Opening Remarks
   Grab Attention!
Where’s the Message?

- Words: 7%
- Body: 55%
- Voice: 38%
Speaking with your body

• Taking up position
• Movement
  • Gestures
    • Size, weight, shape, direction, location
    • Importance, urgency
    • Comparing & contrasting

  • Around the stage
    • Anchor time, viewpoints, people, subjects, comparing, contrasting

• Facial Expression – match the content
• Eye Contact
  • Much longer than you think
  • Spotting - avoid “radar”
Power Poses – t minus 5 mins
Structure – use a formula!

Great for questions and impromptu comments

4 example response structures

- Problem, Solution, Benefits
- What, So what, Now what
- Past, Present, Future
- Problem, Cause, Solution
THANK YOU

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