



Public Speaking & Presenting with Impact

by
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This event can contribute towards your Continuing Professional Development (CPD) as part of the IET's CPD monitoring scheme.



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Growth Mindset



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

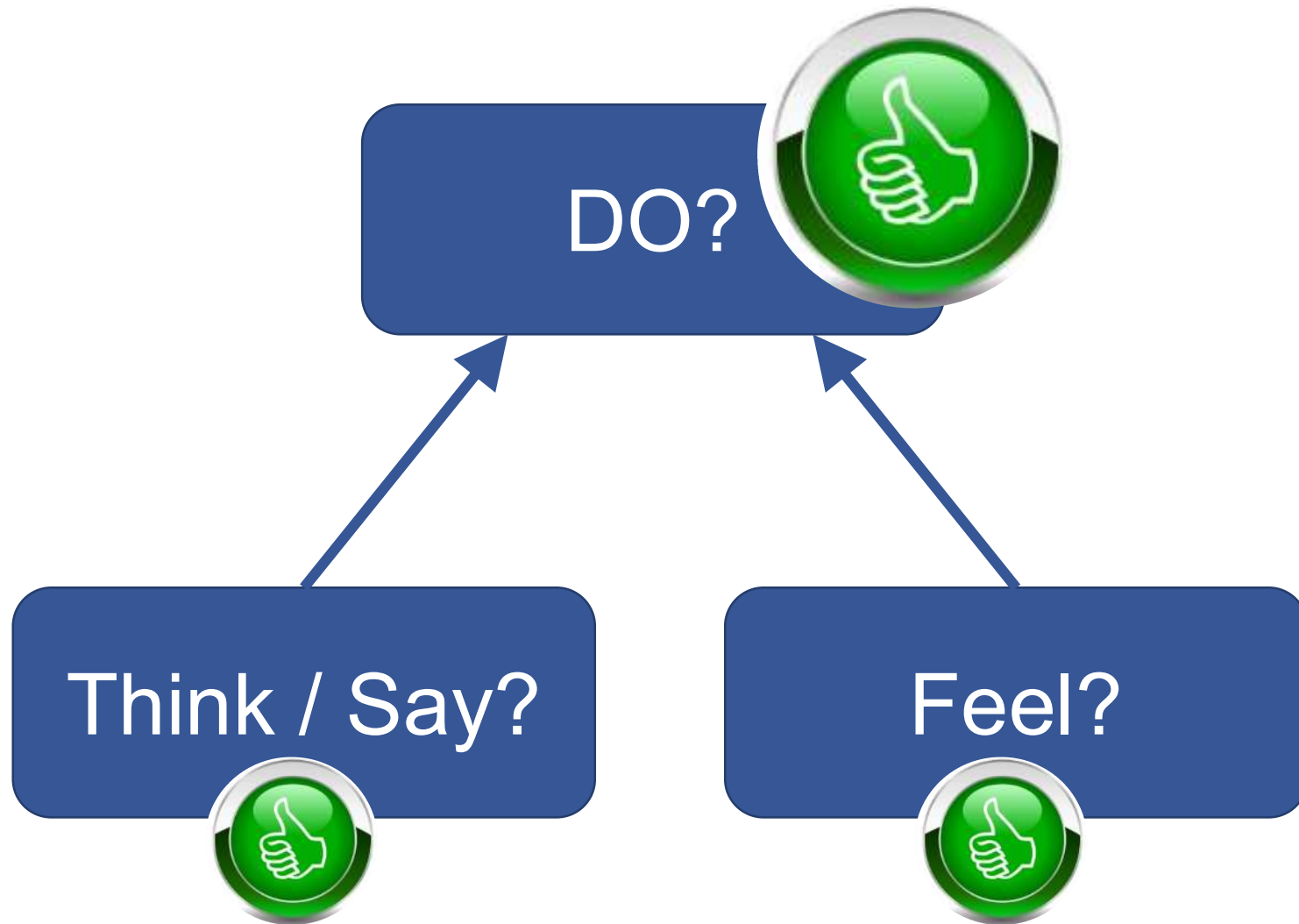
- The opportunity
- The right feedback
- The chance to practice

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 ?



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





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



6 Opening Remarks

Grab Attention !

Lead-in

3 Topic / Point 1

Lead-in

4 Topic / Point 2

Lead-in

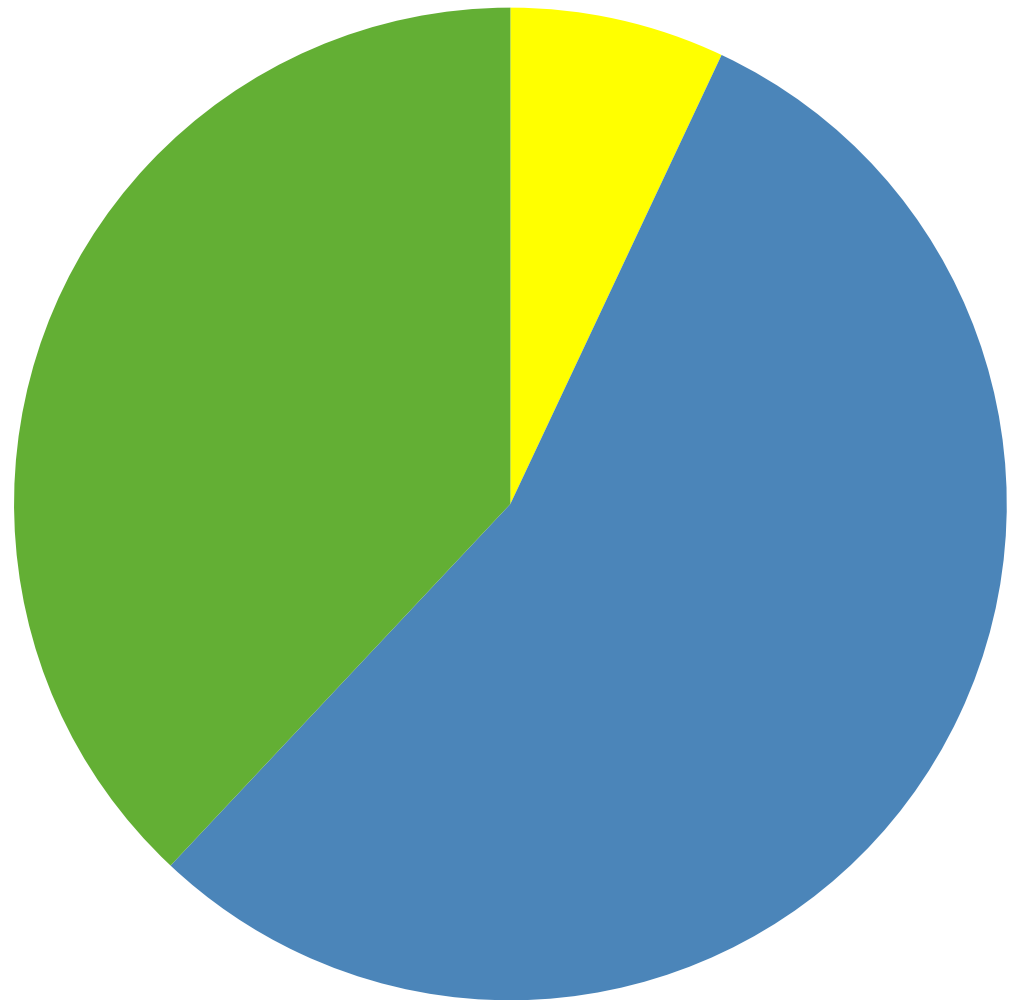
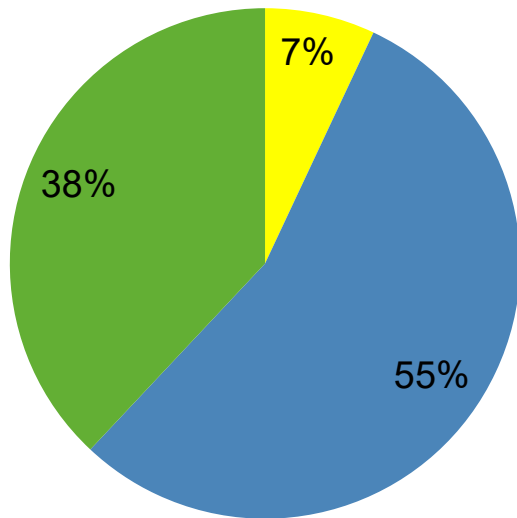
5 Topic / Point 3

2 Summary
Your 3 Key Messages
Call to Action

Where's the Message?



■ Words ■ Body ■ Voice



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”



Toastmasters



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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