

PUBLIC SPEAKING STEP

WHAT TO DO

1. Consider the Audience

Gather information about your audience.

Analyze the information to help you make choices about every aspect of preparing and presenting your speech.

2. Select and Narrow Your Topic

To select a good speech topic, consider

- Your audience
- Your own interests
- The specific occasion when you will be speaking

3. Determine Your Purpose

Determine whether your general purpose is to inform, to persuade or to entertain.

Decide on your specific purpose—a statement of what you want your audience to be able to do when you finish your speech.

4. Develop Your Central Idea

Develop a one-sentence summary of your speech.

5. Generate Your Main Ideas

Identify your major ideas by determining whether your central idea has logical divisions, reasons why it is true, or steps.

6. Gather Supporting Material

Conduct research to identify useful and interesting stories, descriptions, definitions, statistics, analogies, and opinions that support your major ideas.

7. Organize Your Speech

Develop your introduction, body, and conclusion.

Use signposts and transitions to clarify your organization.

8. Rehearse Your Speech

Prepare your speaking notes and practice using them well in advance of your speaking date.

Practice your speech out loud, standing as you would stand while delivering your speech.

Develop appropriate and useful presentation aids.

9. Deliver Your Speech

Present your speech using

- Good eye contact
- Appropriate gestures and posture
- Appropriate vocal volume and

Before You Speak

- 1. Dress to help, not hinder, your speech.
- 2. Limit the number of note cards you use.
- 3. Step up to speak with confidence and authority.
- 4. Get set.
- 5. Establish contact with your audience.

While You're Speaking

- 6. Maintain contact with your audience.
- 7. Begin without referring to your notes.
- 8. Refer to your note card only occasionally.
- 9. Sound conversational, not as if reading or delivering a memorized speech.
- 10. Avoid *ah*, *so*, *ya know*, *well*, *okay*, etc.
- 11. Stop at the end of an idea: don't hook sentences together with *and*, *and ah*, etc.
- 12. Maintain good posture.
- 13. Don't play with notes, pencil, clothes, etc.
- 14. Speak loudly enough to be heard easily.

Additional Tips Taught in This Lesson

- 15. Gesture effectively.
- 16. Use your face to add interest.
- 17. Move about—get out from behind lectern.
- 18. Don't pace.
- 19. Enjoy speaking.
- 20. Care that your audience listens.
- 21. Speak with enthusiasm.
- 22. Appear confident and relaxed.
- 23. Speak with, not at, the audience.
- 24. Don't look at the floor, out the window, over audience's head, at the back wall, etc.
- 25. Vary your speaking rate; don't speak too fast or too slow.
- 26. Vary your voice pitch and volume.
- 27. Enunciate clearly.
- 28. Pronounce correctly.
- 29. Hide, don't emphasize, your goofs.
- 30. Don't pack up early.
- 31. Move out with confidence.
- 32. Time your speech accurately.

Improving Your Confidence as a Public Speaker

The following list identifies behaviors that will make your nervousness *worse*. Place a 1 in front of the behavior that you do most often when preparing or presenting a speech. Continue to rank the behaviors by placing a 2 beside the practice you do the next most often, a 3 by the third most common behavior, and so on, until you've ranked the top five behaviors that *increase* your anxiety.

- _____ 1. I usually procrastinate and often wait until the last minute to prepare my speech.
- _____ 2. I typically don't learn much information about my audience or think about my audience.
- _____ 3. I often select a topic that I don't know much about.
- _____ 4. My outline of my speech is often poor or disorganized.
- _____ 5. I often don't have a real clear notion of how I will begin my speech.
- _____ 6. I often haven't carefully thought out how I will end my speech.
- _____ 7. I don't rehearse aloud while standing up; I just think about my speech rather than practice it.
- _____ 8. I usually don't use deep breathing techniques to help me relax.
- _____ 9. I usually don't channel my nervous energy.
- _____ 10. I rarely visualize myself confidently giving my speech before I present it.
- _____ 11. I usually don't give myself a pep talk to boost my confidence.
- _____ 12. When I get nervous, I often focus on my nervousness rather than thinking about connecting my message with my audience.
- _____ 13. I usually don't try to find friendly faces in the audience while I'm speaking; I just focus on my notes and try to get through the speech.
- _____ 14. I avoid every speaking opportunity that comes my way because I'm so nervous.
- _____ 15. When I'm finished with a speech, I focus on what I did wrong rather than congratulating myself on what I did well.