



The Well-Spoken Woman:

Presenting Your Authentic Self



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The Well-Spoken Woman: Presenting Your Authentic Self

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How to Be Well Spoken

At Positive Communications we are committed to helping you deliver your best before audiences large and small. The most successful public speakers are the ones willing to work at it. The biggest myth about speaking in public is that accomplished orators were born with the talent. Not the case, the best hone their skills over time. The general rule of thumb is that an hour of writing and practice time is required for every minute of delivered speech.

To help you excel we are providing this summary of the techniques discussed in the training class. For more practical tips ***The Well-Spoken Woman: Your Guide to Looking & Sounding Your Best*** is available at www.wellspokenwoman.com and online.

Best Wishes!
Chris Jahnke

THE WELL-SPOKEN WOMAN

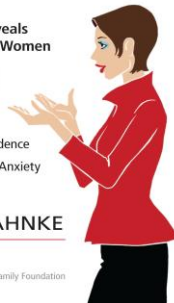
Your Guide to Looking and Sounding Your Best

A Top Speech Coach Reveals
the Secrets of Powerful Women

- State Your Ideas Effectively
- Be Polished and Prepared
- Be Taken Seriously
- Assert Opinions with Confidence
- Overcome Public Speaking Anxiety

CHRISTINE K. JAHNKE

Foreword by
BARBARA LEE
founder and president, the Barbara Lee Family Foundation



I. Signature Style – Delivery Techniques

A. The First Impression

Start as strongly as possible! Audience members draw a first impression of a speaker in a matter of seconds. The beginning of a presentation is the time to capture the audience's attention, even imagination.

Make the opening a highlight by greeting the audience visually. When walking into a room, onto a stage, or up to a head table, a speaker is communicating even though no words are spoken. Don't stare at feet or notes. Stand up straight with shoulders slightly back and arms loose. The head should be up and eyes focused on the audience. Use a strong smile to project confidence. President Barack Obama is a master of the visual greeting.

Greet the audience verbally with a quick hello (10 seconds or so), have something prepared such as: "Good morning, everyone. I'm delighted to have this opportunity to talk with you today." This provides a moment to establish eye contact with the audience. Good, steady eye contact communicates confidence and allows the speaker to quickly develop a rapport with the listeners.

Checklist for the First Impression

- Greet the audience visually and verbally
- Make eye contact with the audience
- Stand up straight with shoulders back and a smile
- Say hello and introduce yourself

B. Podium Presence

"What you are, speaks so loudly that I cannot hear what you say." This Ralph Waldo Emerson quote illustrates the importance of delivery style. Delivery techniques include nonverbal and vocal components. The nonverbal elements are hand gestures, eye contact, body movement, foot stance, and facial expression. The vocal elements are pace, pause, pitch, projection, and pronunciation.

Importance of Silent Messages

Audience members form an opinion about a speaker based on body language and tone of voice, more so than content. In fact, the audience can be so preoccupied with nonverbal messages that while they do 'hear' the words, they rely on the actions of the speaker to interpret what is being said. Psychologist Albert Mehrabian writes, "our silent messages may contradict what we may say in words; in either event, they are more potent in communication than the words we speak.... Audiences weigh our actions more than our words as they try to understand what we feel."

According to Mehrabian, the audience's initial impression of the speaker is drawn most heavily from what they see. Visual information accounts for 55% of what the audience takes in. Voice quality accounts for 38% of the audience's reaction. The remaining 7% of the impact comes from the words.

Visual	55%
Vocal	38%
Verbal	7%

These findings underscore the importance of creating a strong first impression by using effective body language. A speaker must appear enthusiastic about what is being said.

Nonverbal Delivery Techniques

Elizabeth Dole used a variety of nonverbal delivery techniques to give a masterful performance at the 1996 Republican National Convention. Dole's style was unconventional. She left the lectern and strolled across the convention floor, literally reaching out to the people seated in the auditorium. Her highly interactive approach won rave reviews. The delivery techniques outlined in this section, will help every speaker develop a winning style.

Facial Expression

Always start with a positive facial expression. Many presenters mistakenly believe it is inappropriate to smile in a professional setting. There are some smiles that are always unsuitable -- the nervous giggle or the closed-mouth smirk. However, a full smile projects confidence.

Eye Contact

Good eye contact is essential to connect with the audience. The lack of eye contact creates the impression that the speaker is unprepared or is unfamiliar with the subject matter. Thus, the speaker loses credibility. Eye contact also provides the speaker with important feedback. If the speaker is reading from a manuscript or staring at PowerPoint slides, it is impossible to know whether or not the listeners are engaged.

The key to solid eye contact is to look at individuals. Keep eyes steady on one person until you finish a sentence or a thought. Then, look at another person seated in another area of the room and again maintain eye contact until the thought is finished. Use the quadrant system discussed in the training session. The quadrant system allows the speaker to establish meaningful eye contact with everyone in the room.

Posture and Movement

In most public forums it is better to stand and deliver rather than to sit. Standing posture presents a more commanding presence and gives the speaker better control of the audience, particularly if there is a question and answer session. Stand tall, but not stiff. Adapt the technique used by tennis players and downhill skiers, keep knees loose and relaxed.

Movement around the room should be purposeful, not random. Otherwise, the speaker may appear to be pacing back-n-forth like a lion trapped in a cage. Purposeful movement can convey enthusiasm about a topic and it can be much more interesting for the audience to watch. Plus, a speaker who is comfortable moving away from the lectern, closer to the audience will feel more connected.

In some situations it may be more appropriate to remain seated, such as in a panel discussion. On those occasions, sit up straight, shoulders back and then tilt forward from the waist leaning toward the audience. When seated behind a table or desk, put hands and forearms on the table. Keep the hands still unless gestures are being used. Never lace the fingers or twiddle the thumbs.

Hand Gestures

Use hand gestures to emphasize important points, externalize anxiety, and add vocal inflection. Don't hold anything in the hands such as loose pieces of paper or pens. These items are distracting, particularly when waved around. If hand gestures feel uncomfortable, try holding the hands at waist level and using rounded, smooth movements.

Try to avoid pointing at specific members of the audience. Pointing makes a speaker look like a scolding school teacher. Also, avoid flipping the hands from the wrist or the karate chop. Movement should be smooth and relaxed.

The Five P's of Vocal Quality

Interesting voices create impact. Some voices are instantly recognizable such as Terry Gross of NPR or actor James Earl Jones. There are five voice characteristics that every speaker can control to increase vocal capacity and to make the voice sparkle.

Pitch

A voice that lacks any change in pitch is monotone. A dull, flat voice can lull an audience to sleep particularly after a heavy meal or at the end of a long conference. Add interest by purposefully changing the pitch, adding inflection. Raise and lower the pitch using a full range of musical notes. But, avoid a sing-song pattern such as an up-lilt at the end of a sentence. Repetitively raising the pitch will sound like you are asking a question versus making a declarative statement.

Some voices break into a high-pitched squeak when a speaker is nervous. At moments of high stress the normal adult speaking voice can undergo a sudden change or pitch-break into a falsetto. When First Lady Eleanor Roosevelt first entered public life, she suffered from shyness and dreaded speaking in public. Her voice would rise until it hit the highest notes and then would often end in a nervous laugh.

Women have a slightly higher pitch because the female vocal cords are shorter in length. High tones can connote nervousness or uncontrolled excitement. Lower tones are warmer and connote control, authority, expertise. A higher pitched voice can be softened by purposefully lowering the pitch on key words and phrases. Eleanor Roosevelt eventually improved her voice by controlling the pitch.

Warming up the voice, can do wonders for the quality of the tone. Use deep breathing techniques to relax before you go on stage. Avoid drinking ice water because the cold temperature constricts the vocal cords. Drink warm tea or room temperature water to soothe the throat.

Pace

An ideal pace is a conversational rate. This rate is pleasing to the listeners and provides the speaker with time to breathe properly. For fast talkers, slowing down requires concentration and practice. A moderate rate of speech is approximately 130 to 145 words per minute.

With an overall conversational rate, the speech will be much more dynamic if the rate changes from time to time. Varying the speed prevents a sluggish tempo. Vocal theorist Max Atkinson found "by combining these different techniques to package and deliver their messages, orators can communicate to their audiences that a change of mood or tempo is taking place. They can signal that they are, as it were, 'changing gear,' and launching into a sequence which will be worthy of closer examination."

Pause

If there is a vocal technique that is under used, it is the pause. Use the technique to dramatically highlight key words and phrases. The pause serves as a vocal signal to the audience to pay attention because what is coming next is important. The Reverend Martin Luther King, Jr. used pauses to punctuate his “I Have a Dream” speech.

The pause can be used as a transition from main idea to main idea. The pause signals that the speaker is moving on to another topic. Pauses also allow audience members to take in what is being said. The silence gives the listeners a quick moment to synthesize the meaning of the words. Sometimes it is tempting to hurry through a presentation, particularly if the speech has been given before. Bear in mind that the information is brand new to the audience. Pauses allow the audience time to hear and remember.

Speakers who don’t pause may fall in the habit of using gutter words such as, “um,” or “uh.” Don’t fill what should be silence with noise.

Pronunciation

It has been said, “when in doubt, mumble.” But as author Jeff Scott Cook writes “people who speak softly and with poor diction are regarded as less decisive, less intelligent, and more poorly informed than those who speak with round vowels and crisp consonants.”

Another good reason to use a moderate rate of pace, is that a slower pace allows the speaker to clearly pronounce each word. If the speech is rushed, it is easy to drop the hard consonants like “t” and “d” at the ends of words, creating a slurred sound. By fully articulating each syllable of each word, pronunciation will be clear.

Projection

Purposefully, changing the projection or volume is another way to add interest. Never shout or scream especially when using a microphone but raising or lowering volume can help draw attention to important points.

Some speakers are unable to fully project their voice, particularly when talking before large groups in large rooms without audio amplification. Sometimes breathing problems can be the reason for a lack of volume. Some people have softer voices. If you have a soft voice, always request a microphone when speaking before groups larger than 25 people, in large rooms, or outside.

C. Mastering the Equipment

The lectern, the microphone, and visual aids are all designed to help the speaker be more effective. Don't allow the equipment and/or technology to turn a presentation into an embarrassment. We have all seen talks go sour because the LCD projector had a loose cable or the speaker's microphone crackled and hissed.

The focus of the speech should be on the remarks. Write the speech, then develop and create supporting visuals. Don't begin the preparation process by creating PowerPoint slides. Visual aids are just that, aids.

Once the speech text is written then it is a good idea to consider whether visuals will enhance the theme and/or main points. There are a number of benefits to using visual aids. The Wharton School of Business found that speakers who stand versus sit and use visuals were perceived as more professional, persuasive, credible, interesting, and better prepared. Studies at Harvard and Columbia Universities found that visuals improve retention by as much as 38 percent.

Lectern Techniques

1. Avoid the 'death grip' -- knuckles turned white from clutching the edge. Don't lean on the lectern, rest hands quietly on top.
2. Don't hide behind it by slouching. It becomes a barrier blocking the ability to connect with the audience.
3. Don't stare down at notes. Project over the top, eyes on the audience.
4. The lectern is there to hold the notes and the microphone, not the speaker.

Laser Pointer

1. Don't overuse the pointer.
2. Use it to focus attention on a specific area of the slide.
3. Don't use the "bouncing ball" technique of pointing to every word or "lassoing" words by circling them round and round.
4. Best used for charts and graphs.

Microphone Etiquette

1. Request a lavalier microphone this is the type that attaches to the jacket label or shirt collar. Position it about three inches below the collarbone.
2. When the microphone is attached to a lectern, it should be positioned just below the mouth, about six inches away. If the previous speaker was taller or shorter, adjust it immediately. Nothing looks sillier than hunching over or standing on tiptoe to try to reach it.

3. Test the system before speaking. If possible, do the test before the program begins.
4. Never blow into the microphone or tap on it. To test whether or not it is working properly, just talk into it normally.
5. Speak in a normal voice range. Let the sound system do the broadcasting.
6. In a large group, repeat questions from the audience so everyone can hear what was asked.

Effective Use of PowerPoint

1. Use a title slide to begin.
2. Don't darken the room completely since some light will be needed for note taking and contact with the audience.
3. Never use paragraphs of information.
4. Use bullets to emphasize key points.
5. No more than five lines of text with four words per line.
6. Use compelling photographs and illustrations.
7. Charts and graphs should be large enough to see from the back.
8. Avoid yellow, red, and green text.
9. Keep the slides moving at a good pace.
10. Double-check the slide order prior to the presentation.
11. Set up on-site allowing plenty of time to test the equipment, ideally with an IT expert on hand.
12. Be ready with a hard copy of the slides should the projection fail.

Design Details

- Use only three colors per slide (preferably a dark background with light colored lettering).
- Slides should look like highway billboard signs read at 55 mph.
- Avoid whiz-bang graphics. Audiences are no longer wowed by them.

The more technologically complicated the talk, the greater the likelihood that something will go wrong. It is not always the technology that fails often it is the interface between the speaker and the technology. Think carefully about what fancy equipment adds to the presentation. Computer gremlins crashed the system Microsoft CEO Bill Gates was using when he introduced Windows 98 at an industry conference.

II. Synchronized Message – Preparing the Remarks

A. Advancing the Event

Gather information about the speaking event well in advance, so preparation can begin early. Start by contacting the person who sent the invitation to get an overview of the audience, program, and the occasion. Ask questions before you accept an invitation. That way you can make a decision about whether the event is worth the investment in preparation time before you commit.

Are you speaking to five decision makers in a board room, 50 video conference participants, or 500 annual meeting attendees? Is the agenda well-organized and likely to put forward a program that you are excited to participate in? Are you a member of a panel discussion?

Work with the event planner to select a seating arrangement that is conducive to the goal of the presentation. Most hotels and conference centers can provide a variety of chair and table combinations. If your presentation lends itself to note taking, request round tables or rows of chairs and short tables. If you want to create a dialogue among the audience members consider a U shape. If the rows are placed in a slight curve rather than straight across, the presenter and audience members see more of each other. The listeners aren't stuck looking at the backs of heads.

Each occasion is unique in tone, setting, audience, room arrangement, visual aids, and planning approach. Understanding the nature of the event will determine the type of talk to give. Use the following list of event profile questions to ensure you have a thorough understanding of the program and your role.

Getting Ready

1. What is the speech topic?
2. How much time is available to speak?
3. How many people will attend?
4. Where will the event be held?
5. How large is the room and how will it be arranged?
6. What audio/video equipment is available?
7. Who will give the introduction?
8. Will there be other speakers on the program?
9. What attire is appropriate?
10. Will food be served?
11. Will the audience be able to ask questions?
12. Will photographers or the news media be present?

B. Audience Profile

Always consider the speech from the perspective of the audience members so that you can tailor the remarks to them. Find out in advance their level of understanding and familiarity with the topic. Additionally, consider possible points of disagreement or contention. The following questions will help you think through who will be listening.

Who are they?

- Profession/occupation
- Level of education
- Demographic make-up

Why are the audience members attending the presentation?
What is the audience's level of experience/familiarity with the topic?
What is your relationship to them?
What do you have in common?
What is the audience's attitude towards the subject matter?
What potential impact could the subject matter have on the audience?
What are the sensitive or controversial issues about the topic?
How will they benefit from the talk?
What do you want them to take away from the presentation?
Have you spoken to them before?

C. The Message

Every speaking forum -- from an office meeting to an after dinner speech -- is an opportunity to say something important. Establish the topic and the goal before drafting the remarks. This helps ensure that the speaker will achieve the desired result. Broadly, there are five types of speeches: informative or educational; persuasive; entertaining; inspirational; and/or motivational.

Consider the goal and the topic of the speech from the audience's perspective. Every audience member is wondering how what is said relates to him/her. Answer the key audience questions: "So what?" "Who cares?" "What's in it for me?" Follow the five key principles of message development to tailor the message to the audience.

Clear

We live in an age of information overload – email, Twitter, voice mail, the 'in-box,' blogs, regular mail, etc. Add to that pile, info received from the news media, advertising, and daily conversations. The clutter is overwhelming. Prioritizing the agenda enables the speaker to break through the clutter and reach the audience. Condense the agenda into no more than three or four key points. One of the world's greatest orators, Sir Winston Churchill frequently delivered speeches that centered on just one main theme.

Connect

The message must have relevance in the life of the audience member. Tailoring the message so that it revolves around what they care about helps ensure that the speaker will connect with the audience in a meaningful way. Analyze the audience beforehand: know who will attend, their level of understanding about the topic, common bonds, and what may be controversial. If the message does not have immediate personal utility to the person receiving it, it will be rejected as irrelevant.

Compelling

A compelling message is much more likely to be remembered and thus creates real impact. There are a variety of techniques that are effective ways to highlight key points, such as: (1) specific examples to create real, immediate message points; (2) homespun analogies to simplify complex ideas; (3) personal experience to personalize the information and add emotion; (4) a startling number to capture the audience's attention; and (5) a quote from an individual the audience admires to create a common bond.

Concise

Less is always more. Thomas Jefferson said: "Speeches measured by the hour, die by the hour." Today, most adult audiences can handle about 20-30 minutes. If a speech runs longer, the speaker risks losing the audience's attention and wasting everyone's time. If the subject matter requires a longer format or if asked to fill more time, there are techniques that will keep the audience involved. Visual aids are captivating and provide further explanation of key points. Devise a participatory exercise or role-play. Even asking questions will help.

Continual

Repetition is critical to connecting with the target audience. Repeating key message points during the speech helps ensure the listeners will remember what's important. During the introduction, tell the audience what the speech is about. The body of the speech is the telling. The conclusion is a retelling of what was just said. Research done by advertisers reveals that listeners need to hear a message between seven and twelve times before they can remember what they heard. Repetition also helps the audience retain what is important.

D. Grabber Techniques

Make the content memorable by with grabbers or quotable quotes. "Let There Be Light" and "I Have a Dream" are messages that stick in our consciousness. Use them at the beginning and in the conclusion to ensure your words are remembered.

One-Liners – not jokes but well-thought out, well-crafted phrases.

"More children will live through their parent's bankruptcy than will live through their parent's divorce." Elizabeth Warren

"The truth will set you free. But, first it will piss you off." Gloria Steinem

A Startling Number - Numbers are more powerful when put into context.

"The 3 billion dollars Americans spent on potato chips in 2007 would fund the National Institutes of Health obesity research for more than three years." Centers for Disease Control

"Each day a cruise ship generates 30,000 gallons of raw sewage which they can dump into pristine ocean waters three miles off shore." Oceana

Contemporary Reference – use catchy lines from popular culture.

“Show me the money.”

“Where’s the beef?”

Quote an Unlikely Source - it give your message more credibility.

Pope Benedict agrees that the use of condoms can reduce the risk of HIV/AIDS infection.

Analogies – sports analogies are popular with media reporters.

“Three strikes and you’re out.” State statutes requiring mandatory prison time for a series of three offenses.

III. Self-Assured – Confidence and Control

A. Conquer Stage Fright

The Book of Lists undertook a survey asking adults in America what they most feared. Overwhelmingly, the respondents listed the fear of speaking in public as number one. It ranked higher than the fear of spiders and snakes, even the fear of death. Nervousness can cause any speaker to freeze or ‘go blank.’ Many celebrities have been crippled by the physiological as well as the psychological effects of stage fright. Performers Barbara Streisand and Carly Simon have from time to time avoided giving concerts because they suffer from severe nervous anxiety.

The physiological reaction to stage fright is called the ‘fight or flight syndrome.’ During times of high stress, the body reacts by preparing to stand and fight or take flight -- adrenaline surges, the heart rate speeds up, blood pressure increases. These physical changes can have a devastating effect on the speaker. The face may turn red, hands sweat and tremble, knees knock, and breathing becomes short and shallow.

It has been said that, “The best antidote to fear is preparation and practice.” The most accomplished orators spend a considerable amount of time writing, rewriting, and practicing their presentation before they face an audience. It is imperative to schedule plenty of time for the drafting and rehearsal of the talk.

Stage fright immediately prior to a speech can be minimized through relaxation and breathing exercises. Before walking on stage, warm up the body. Pace, swing the arms, slowly roll the head side-to-side, and roll the shoulders forward. This will help calm nerves and improve posture. Deep breathing will do wonders to alleviate nervous tension. Take a deep breath in through the nose, hold it for two or three counts, then audibly exhale. Repeat this exercise two or three times very slowly. The nervous tension immediately begins to drain away.

“The mind is a wonderful thing, it starts working the minute you are born and never stops until you get up to speak in public,” says Roscoe Drummond. Follow the check list to alleviate stage fright.

Top Ten Ways to Conquer Stage Fright

1. Schedule plenty of time to write and practice the speech
2. Know the audience and their interests
3. Be very familiar with the speech text
4. Tailor the speech to the audience
5. Arrive early the day of the event
6. Check the audio/video equipment beforehand
7. Do relaxation exercises and deep breathing
8. Meet & greet audience members before the speech
9. Use the power of positive thinking
10. Videotape the performance for later review

B. Handling Questions & Answers

The questions and answers (Q&A) session is the time for direct audience interaction. Seize the opportunity to reinforce the key message by repeating message points when responding to the questions. Repetition is essential to the audience’s ability to retain the important information. Don’t allow off-the-wall or hostile questions to lead the presentation astray from the central message.

The Q & A session is an excellent time to include information that was inadvertently missed during the speech. And, Q&A provides time to clarify any misconceptions or misunderstandings.

Set Ground Rules

1. Advise the audience if questions will be taken during the talk or at the end.
2. Request audience members to provide their names and affiliations prior to asking a question.
3. Limit the amount of time available for questions.

Strategy and Tips

1. State the ground rules prior to taking any questions.
2. If possible, move from behind the lectern.
3. Always have a prepared question to break the ice, such as, "A question often asked is..."
4. Be sure the question is understood before giving a response.
5. Address each individual with courtesy and respect.
6. Do not judge the question, "that is an excellent question."
7. Use a strategic pause - silence is an excellent technique to help maintain audience attention.
8. Maintain eye contact during the initial response to the questioner then pull in other audience members by using additional eye contact with them.
9. Keep your answers short and to the point.
10. Emphasize key points with statements such as "What's really important here is" or "The most critical point I want to make is..."
11. Bring the Q&A session to a close by saying, "I have time for one or two more questions."
12. Close with a mini-summary that includes a key message.

C. Managing Troublemakers

Most people attend a presentation in hopes of gaining insight into an issue, to learn something new, or to be entertained. Generally, the audience is on the speaker's side. Margaret Bedrosian writes that 98% of any audience is rooting for the presenter. For the other two percent, there are a number of effective ways to manage disruptions during the speech or the Q & A session. The goal is to prevent one audience member from dominating and/or distracting attention away from the key message.

Let's start with what not to do. At all costs, avoid an instinctive or knee jerk reaction that will be regretted later. Never become defensive or attempt to argue with any member of the audience. Stay off the high horse - don't preach, lecture, or criticize. Certainly don't ever make a threat or put an individual down by using ridicule or shame. Furthermore, don't make the mistake of ignoring the troublemaker because this may infuriate them.

Anticipation is the key to success, especially when dealing with a topic of a controversial nature. Take the time to get background information on the audience to understand the opinions, feelings, and biases of those who may disagree.

The Challenger Troublemaker

The worst troublemaker of all! This individual will disagree with everything said or even launch a personal attack. Challengers love a verbal tug-of-war in front of an audience. Head them off at the pass. Preface the presentation by telling the audience that new information will be presented. Ask the audience to have an open mind and to please hold their comments or questions until the end.

Another way to defuse the challenger is with the "weight of the evidence" technique. Prepare in advance with facts, figures, references, and quotes to drown them out. The challenger will probably not be as well prepared.

Stay cool, calm, and collected. After listening to the concern or objection, break eye contact. If all else fails, just say, "It looks like we have a different opinion on this. Why don't we discuss it in more detail after the meeting?" Usually, they will not take the time to meet later.

The Know-It- All Troublemaker

The know-it-all will often start their remarks with a phrase like, “in my 25 years of experience,” or “I have a Ph.D. in economics, and....” The unstated assumption is that this individual is right and the speaker is wrong.

The key to dealing with the know-it-all is to stick to the facts. Don’t theorize or speculate. Stick to personal experience and well-documented evidence. It is very difficult for anyone to question someone else’s personal experience. Another technique is to use a quotation from an expert whose credentials are greater than those of the know-it-all.

Chatty Cathys and Boorish Bobs

These types talk too much, speak too loudly, dominate meetings, constantly interrupt, and seem impossible to shut up.

Try coping with them by changing the physical dynamic. Move closer to them when they are talking and maintain eye contact. The speaker’s physical presence will often make them aware of their behavior and they will stop talking. If they persist, continue to hold eye contact and say, “I appreciate your comments, but we would like to hear from other people.” Then turn away and call on the next hand raised.

For the individuals that talk before others are finished there is a simple and easy solution. Every time they interrupt, stop them by saying, “Let’s allow Jane time to finish her point.” After this is done a few times, the interrupter usually gets the message.

There are other techniques for the Chatty Cathys and Boorish Bobs. If they drone on with a question that turns into a monologue, interrupt and ask ‘What is the point?’ Or, during a break, ask them to take notes, list questions, or some other task to keep them busy.

The Silent Type

Silent troublemakers sit in the back of the room, they say nothing and may even read a newspaper. Their body language can be disturbing - rolling of the eyes, shaking of the head, crossing and uncrossing of the arms and legs, and so on. They are very difficult because their position or way of thinking is not known. With the silent treatment, the speaker doesn’t know if what is being presented is understood, or if the silent type simply isn’t interested, is shy and unassertive, or preoccupied with something else.

Unfortunately, there is not much that can be done. One technique is to try calling them by name and asking them a very open question that calls for an opinion or an experience. Try to be encouraging without pressuring them. Or, try to talk to them at the break on a one-on-one basis about the subject.

Late Comer & Early Leaver Troublemakers

These people seem to have no respect for other people's time. Here are some techniques to try on the individuals who perpetually interrupt meetings with their comings and goings.

For the latecomers. Try picking an odd time to start a presentation such as 8:17. This is a tip-off that the meeting is really going to start at 8:17. If someone still show up late, make a casual remark, such as, "I'm sorry, I must have started early." Be sure to smile and keep talking about the subject matter at hand. Or, try announcing to the late comer that they have been volunteered to do some follow-up staff work.

For the early-leavers. Few things are more disconcerting to a presenter than having someone stand up and walk out in the middle of a talk. The best way to stop this is by getting an agreement in advance that it will not happen. Announce the time that the talk will end and ask if anyone has a problem with the schedule. This is much more difficult to control when speaking in front of a very large group. Don't be overly concerned. Remember, people often have planes to catch and kids to pick up.

IV. Tool Kit

A. Sample Typed Speech Page

Four score and seven years ago, our fathers brought forth on this continent a **new nation** conceived in liberty, and dedicated to the proposition that **all** men **are created equal**.

(PAUSE)

Now we are engaged in a great civil war, testing whether that nation or **any** nation so conceived and so dedicated, can long endure.

B. Sample Speech Outline

I. Introduction

- A. Grabber
- B. Statement of Topic
- C. Goal
- D. Benefit

II. Body

- A. First Main Point
 - 1. Supporting facts/examples
 - 2. Supporting material
- B. Second Main Point
 - 1. Supporting facts/examples
 - 2. Supporting material
- C. Third Main Point (optional for short speech)
- D. Fourth Main Point (optional for short speech)

C. Conclusion

- A. Summary
- B. Final Thought
- C. Call to Action

C. Books Worth Reading & Videos Worth Watching

“Can You Say A Few Words?” Joan Detz, St. Martin’s Press, New York, 1991. Pointers on what to say for special occasions, from award ceremonies to fund raising events.

“The Elements of Speechwriting and Public Speaking,” Jeff Scott Cook, Macmillan Publishing Co., New York, 1989.

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