**Tips for Effective Public Speaking**

**public speaking is an acquired skill - Experience builds confidence, which is the key to effective speaking**

**Checklist**

**Be sure you know:**

* where you are going
* what time you are supposed to be there
* the name of the contact and have a contact phone number with you
* the make-up of the group you are speaking to
* how long you have to speak
* your timing (Use your watch or a timer to let you know when you should start winding down)
* your material
* what kind of technology capabilities the meeting location has available
* your facts

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| **Do** | **Don’t** |
| ***Be yourself***   * Look friendly – Smile! * Dress for success * Arrive early and mingle with the audience * Make sure person introducing you knows how to pronounce your name * Relate a personal experience where appropriate * Open with an amusing anecdote * Be honest * Speak with passion * Share why you are the one speaking – what is your connection? | ***Be uncomfortable***   * Don’t show your anxiety * Don’t be late – have directions handy, know where you are going and what time to be there * Don’t apologize for nervousness (they probably didn’t notice) * Don’t imitate other speakers * Don’t repeat information shared in introduction * Don’t reveal too much personal information |

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| **Do** | **Don’t** |
| ***Be engaging - You are the visual aid***   * Make eye contact with everyone in the room –look at all sides * Show your personality * Use body language to convey your message * Use facial expressions (practice in mirror) * Make gestures natural and effective * Vary your speaking position – move around stage or away from podium * Find your natural standing body position and be comfortable | ***Be annoying or distracting***   * Don’t link eyes with just one person – see everyone * Avoid distracting mannerisms * Don’t be stiff * Avoid holding onto podium or clutching notes |

**to the people in the audience, you are the Alzheimer’s Association**. **be sure to abide by the association’s confidentiality policy.**

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| **Do** | **Don’t** |
| ***Create the right impression - consciously manage your voice***   * Pitch – low voices carry better -Consciously lower your pitch * Relax, take a breath before begin to speak * Inflection – watch that you don’t end sentences with an upward tone – as when asking question * Pace – slow down – more deliberate than normal speech, pause between ideas * Articulation – voice complete and distinct sounds – *Understandability is the Key* * Use pauses or moments of silence in presentations for emphasis * Control your breathing * Watch what you eat or drink before speaking * Practice your speech, making sure your voice will carry without a microphone | ***Minimize your effectiveness by mismanaging your speech***   * Don’t let nervousness cause you to raise pitch * Don’t sound uncertain or sarcastic * Don’t rush or speak in rapid outburst - even if you feel you are speaking too slowly * Don’t blur words * Say only words – don’t vocalize making sounds like "um, uh, er, aaah." * Avoid sounds that only masquerade as words, like "like," that impart zero information. * Don’t fear silences * Avoid milk and heavy meals before speaking |

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| **Do** | **Don’t** |
| ***Know the material and Practice!***   * Have notes * Adjust notes to particular group * Write how you talk * Avoid clichés – KISS (Keep it simple, stupid) * Give yourself written cues – PAUSE or highlight words you want to emphasize * Number pages of script and don’t write on back * Use note cards * Use LARGE FONT or Handwriting * If you make an error, ignore and move on or acknowledge and move on * Practice your presentation before a mirror * Time yourself | ***Just wing it!***   * Don’t read every word * Don’t RAMBLE * Don’t go over time allotted for speech * Don’t start without taking a breath * Don’t get frazzled with visual aids * Don’t panic if you make an error or forget something |

**if you share your personal experiences, you must specify that they are just that – personal experiences.**

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| **Do** | **Don’t** |
| ***Make a great presentation***   * Practice relaxation - breathe * Talk about your material, don’t lecture * Watch your posture – stand comfortably, not slumped or rigidly straight * Tailor presentation to the audience * Know the room – get there early and practice using the microphone * Refer to handouts or visual aids when speaking * Make sure slides show what you say they are showing * Make sure everyone can see and hear * Realize the audience is rooting for you – they want to hear a good presentation | ***Let yourself get distracted***   * Don’t be nervous * Don’t be rigid or inflexible * Don’t get distracted wit h handouts or visual aids * Don’t try to give too much information * Don’t read slides to audience * Don’t turn back on audience to refer to slides – if right handed stand on the audience’s right side of a display * Don’t go over your time limit!!!! |
| **Do** | **Don’t** |
| ***Make the most of your conclusion***   * Check time discretely - Be sure to allow time for questions * Repeat audience questions so everyone can hear them * Break complicated questions into parts * After Q&A summarize your main points, tell a story or leave with a quote or call to action * Your last words should be your strongest * End naturally, wait for applause, then say “Thank You” * Leave the podium as slowly as you walked to it. * Smile and go back to seat with head up | ***Try to do too much***   * If you don’t know answer to a question – tell them you will find out and be sure to follow up * Don’t forget you aren’t an expert – don’t give answers you aren’t sure of – refer back to the chapter * Don’t look like you are relieved to escape   **direct questioners to**  **www.alz.or/northcarolina**  **or 1-800-272-3900** |

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| **Do** | **Don’t** |
| ***Handle problems with grace***   * Ignore minor disruptions * Acknowledge if it is too obvious to ignore (make a joke, laugh, etc.) * Remember when you are at the podium, you are in charge | ***Let anything bother you***   * Don’t allow technology issues or minor disruptions distract you |

**each speaker is free to personalize the presentation, but make every effort to maintain the themes, emphasize the mission and observe the association’s policies.**

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| **Do** |
| * Remember to hand out evaluations * Remember to fill out the presenter report form * Remember to contact your staff with any concerns or questions |