**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
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**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
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 **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!!!!
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| **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
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**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
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