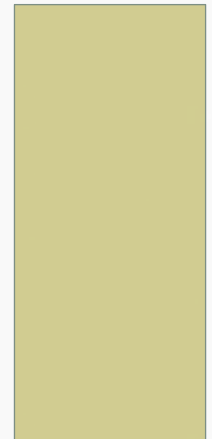


Tips for Better Public Speaking

Nick Enge
Technical Communication Program



The Presentation Process



Define

Design

Deliver

The Presentation Process



Define

Defining the Content of Your Speech

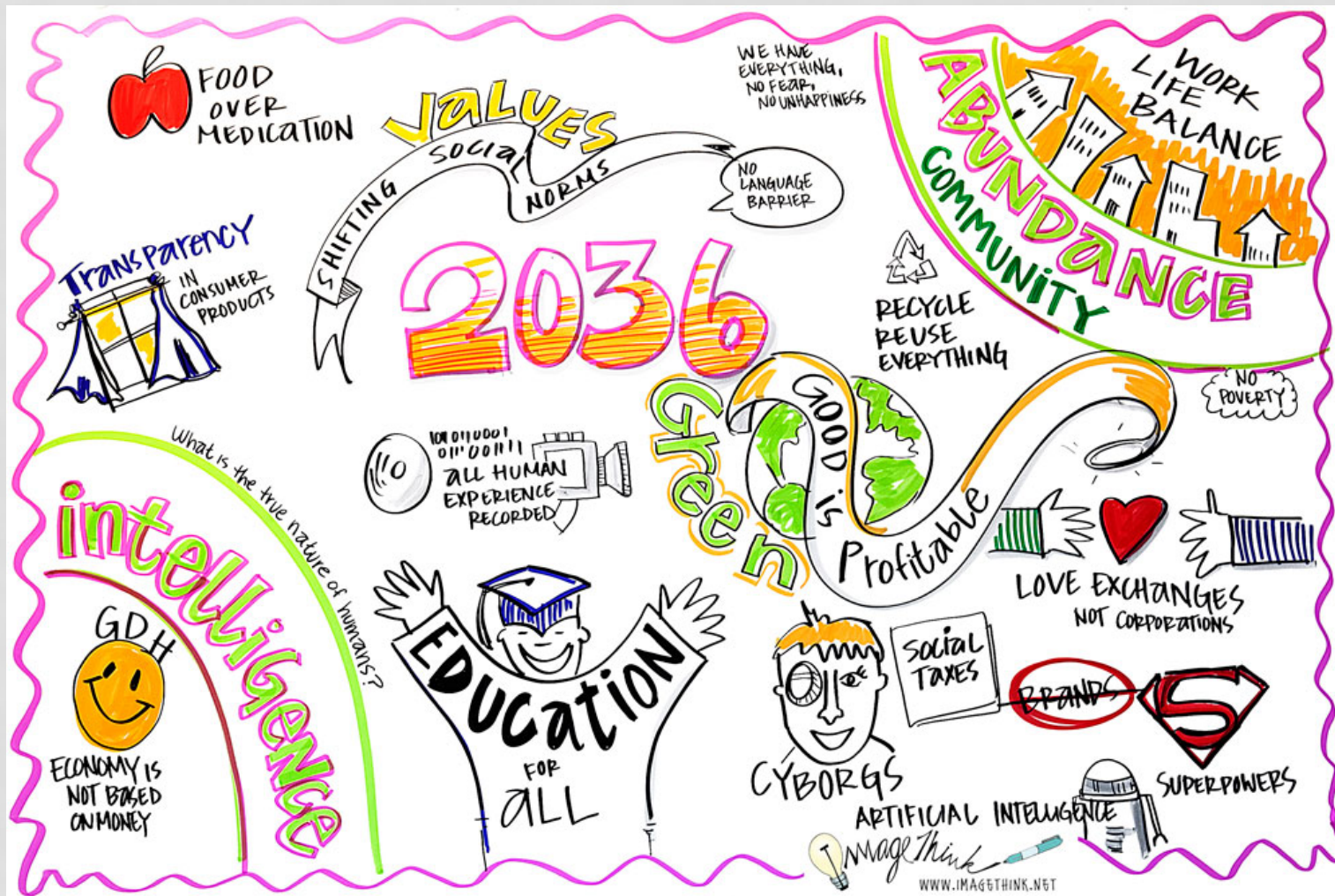


Structure

Stream of Thought

Stickiness

But First, Don't Worry... Just Brainstorm



Defining the Content of Your Speech



Structure

Stream of Thought

Stickiness

Structure: Introduction

Hook

Thesis

Preview

Structure: Body

Body #1

Transition

Body #2

Transition

Body #3

Transition

Structure: Conclusion

Review

Finale

Defining the Content of Your Speech



Structure

Stream of Thought

Stickiness

Stream of Thought: Chronological



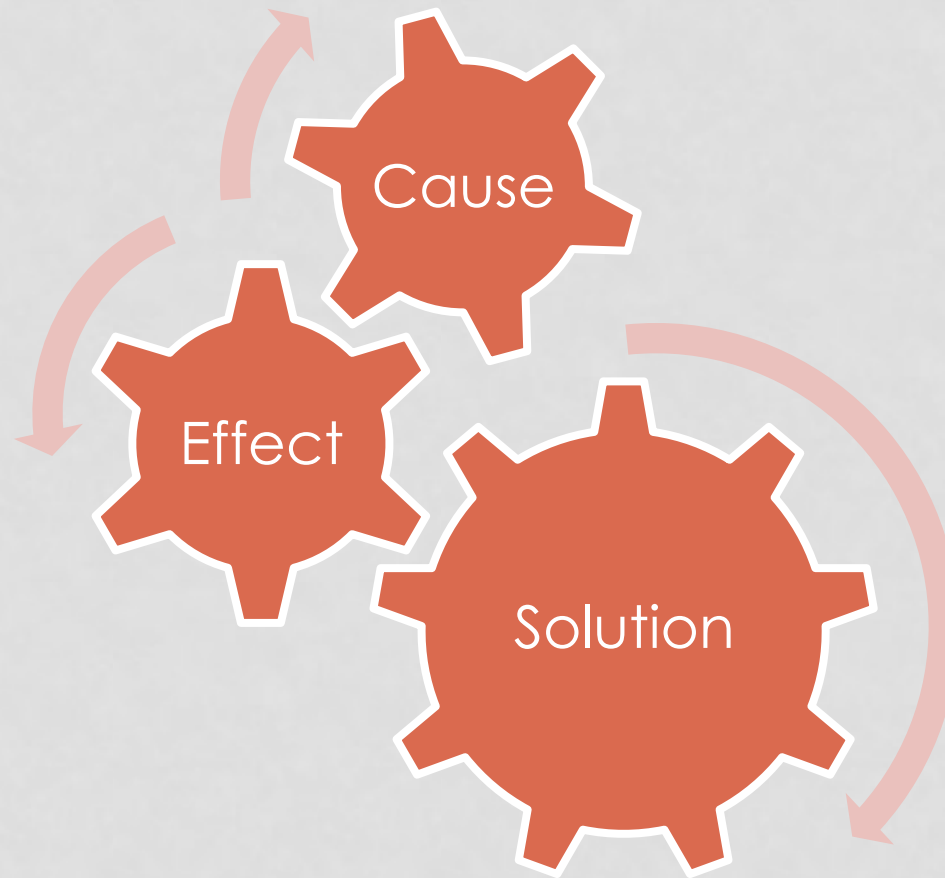
Stream of Thought: Spatial

California

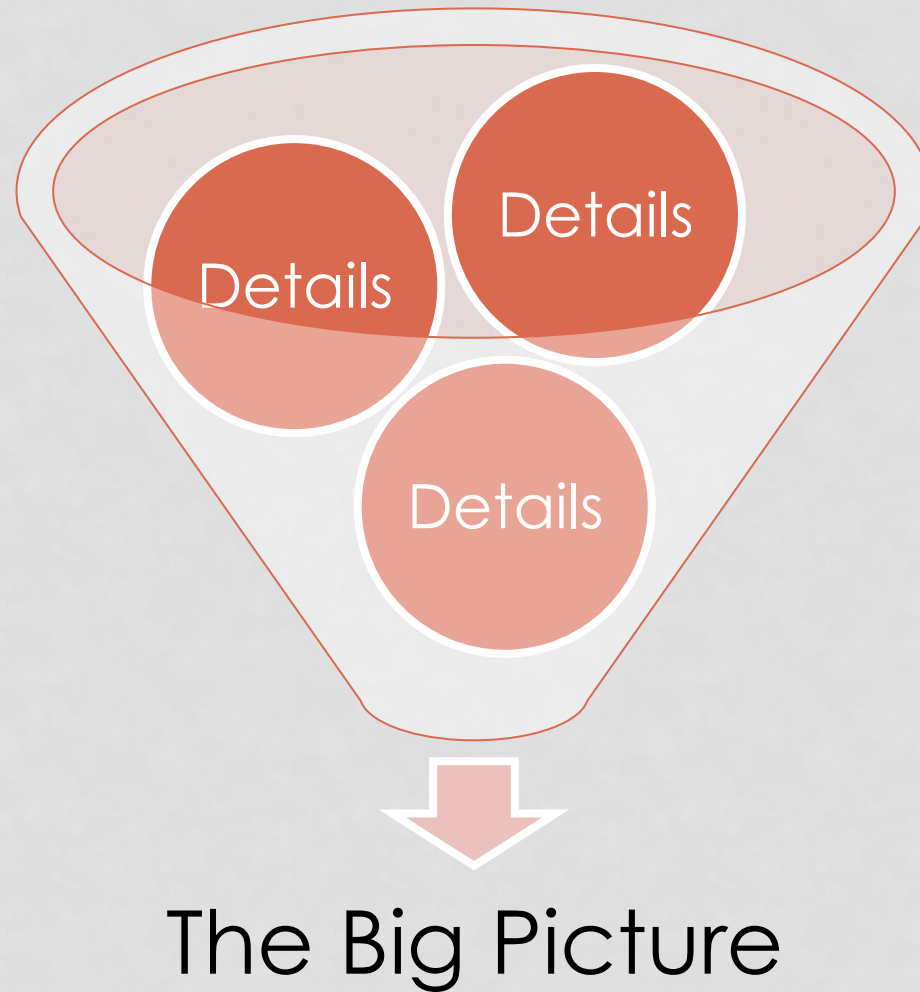
Massachusetts

Norway

Stream of Thought: Causal



Stream of Thought: Funnel



Defining the Content of Your Speech



Structure

Stream of Thought

Stickiness

Stickiness

Repetition & Simplicity



Alliteration
Acronyms
Rhyming
Parallelism

The Presentation Process



Design

Designing Effective Visual Aids

Write the
Script

Sketch the
Storyboard

Produce
the Visuals

Question #1: Do I Even Need Visuals?



Question #1: Do I Even Need Visuals?



Designing Effective Visual Aids

Write the
Script

Sketch the
Storyboard

Produce
the Visuals

You – Not Your Visuals – Define Your Speech



Structure

Stream of Thought

Stickiness

Designing Effective Visual Aids

Write the
Script

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Storyboard

Produce
the Visuals

Click to add title

- Click to add text



Don't get boxed in...

Designing Effective Visual Aids

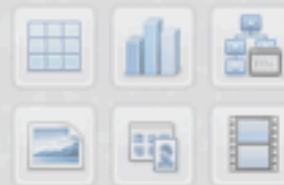
Write the
Script

Sketch the
Storyboard

Produce
the Visuals

Click to add title

- Click to add text



A Problem with Public Speaking

- So often, uncomfortable speakers end up making matters so much worse for themselves. They start off with a lack of confidence, which manifests itself in their physical delivery. Because they are unconfident, they may speak softly or avoid eye contact. They may use a lot of filler words, or begin stuttering over various words and phrases. Of course, this poor delivery results in the audiences getting bored, and then the speaker picks up on that. As speakers feel that their audiences don't care about what they have to say, it only results in sapping their confidence further, which starts the whole process all over again.

A Problem with Public Speaking

- Lack of confidence breeds poor delivery
- Poor delivery bores audiences
- Bored audiences sap a speaker's confidence

A Problem with Public Speaking

Lack of
Confidence

```
graph TD; A[Lack of Confidence] --> B[Bored Audiences]; B --> C[Poor Delivery]; C --> A;
```

The diagram consists of three red rounded rectangular boxes with white text, arranged in a triangle. The top box is labeled 'Lack of Confidence'. Two arrows point downwards from it: one to the left towards a box labeled 'Poor Delivery', and one to the right towards a box labeled 'Bored Audiences'. A third arrow points from the 'Bored Audiences' box back to the 'Lack of Confidence' box, completing a clockwise cycle.

Poor
Delivery

Bored
Audiences

FINDing Your Way to Better Visual Aids

Formatting

Images

Numbers

Diagrams

Formatting: Use Consistent Formatting

Titles

Fonts

Caps

Layout

Make changes in master slides to suit requirements

Formatting: Use Large Print

This sentence is written in plain text using a size 14 font...

This sentence is written in plain text using a size 24 font...

**This sentence is written in bold using
a size 36 font...**

And this one is size 48 font!

Formatting: Use Colors Wisely

**Dark background
with light text**

**Light background
with dark text**

**Dark Background
With dark text**

**Light background
With light text**

Limit number of colors used

Images: Label Images Clearly



Coors Light:
The Après-Ski Beverage
of Choice

or

The Rising Problem of
Alcoholism in Tiny
Snowmen

Images: Avoid Distractions

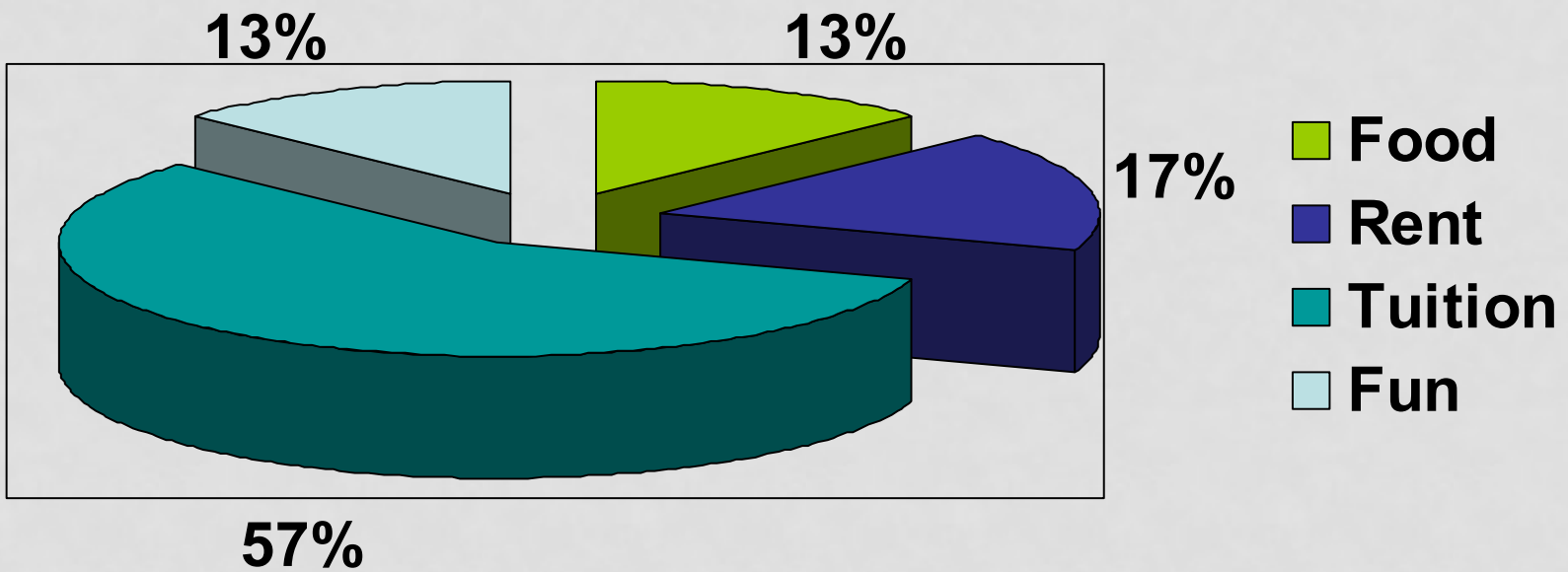
Use builds sparingly

Minimize or eliminate clip art

Use animation carefully

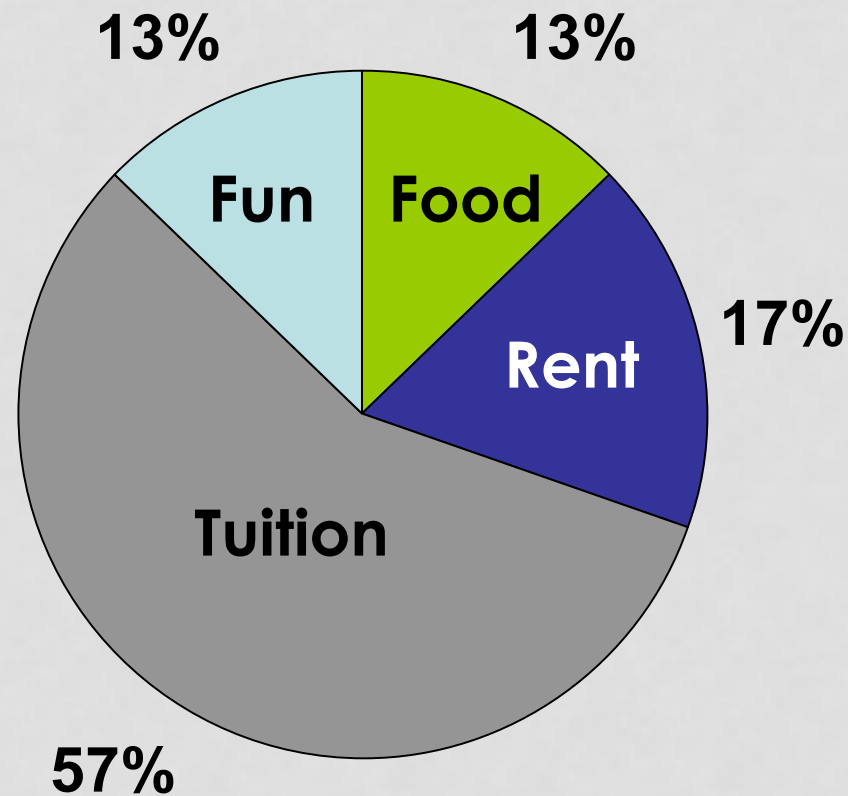


Numbers: Avoid Complex Charts

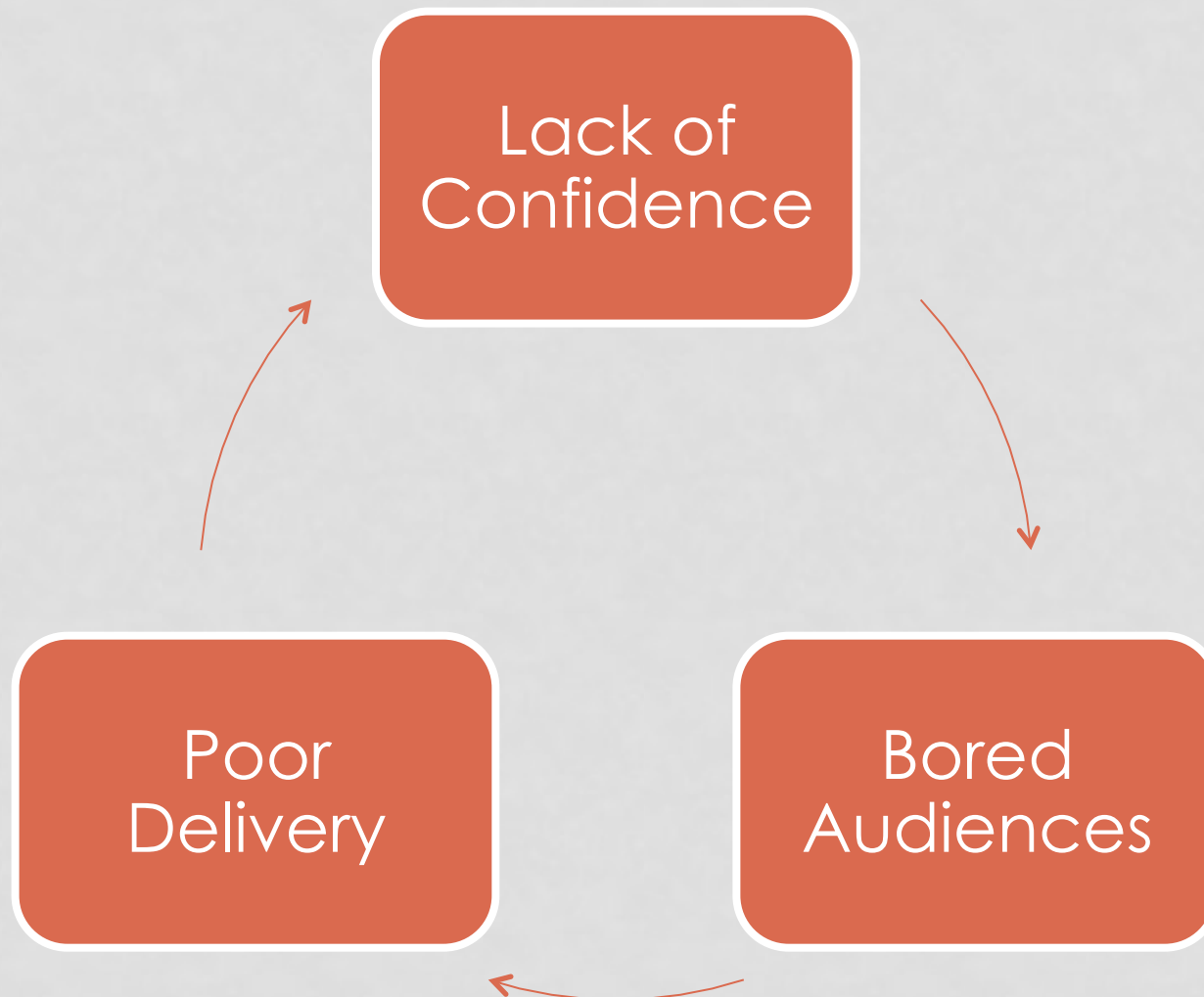


Numbers: Make Things Easy to Read

My Quarterly Budget



Diagrams: Utilize PowerPoint SmartArt



Plan for Technical Difficulties



The Presentation Process



Deliver

The Viennese Ball Opening Committee Presents Tips for Delivery



Stance

Gestures & Movement

Nerves

Voice

Eye Contact



Nerves

Familiarize
Find the Friendly Face
Fake It

Stance

Solid
Self-Confident



Gestures

Macro
Meaningful

Three Kinds:
Descriptive
Organizational
Emphatic





Movement

Same as Gestures



Voice

Power
Pace
Pitch
Pauses

Eye Contact

Relentless
Random



The Viennese Ball Opening Committee Presents Tips for Delivery



Stance

Gestures & Movement

Nerves

Voice

Eye Contact

The Presentation Process



Define

Design

Deliver



Tutorials

- Sign up at: stanford.edu/class/engr103/msande
 - One group member signs up for the whole group
 - Sign up at least 24 hours in advance
 - Meet your tutor in front of Huang 49
 - As a last resort, email mvassar@stanford.edu with ranges of times which work for your group
 - Come prepared!

Questions?



