



“How to Be an Effective Public Speaker”

PR News' Business Leadership Boot Camp

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WHAT WE'LL LEARN TODAY

- ▶ How to prepare appropriate remarks for any given situation
- ▶ How to manage your time and words effectively

PREPARING YOUR REMARKS

- ▶ Verify the amount of time allotted
- ▶ Understand the expectations
- ▶ Research your topic
- ▶ Determine your audience
- ▶ Tailor your message
- ▶ Rehearse!



Verify amount of time allotted

Understand the expectations

- ▶ Is the allotted time adequate for your message?
- ▶ What am I expected to do?
- ▶ What are the desired outcomes?



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Research Your Topic

- ▶ What are the core issues?
- ▶ Find compelling facts and stats
- ▶ Info should be relevant to your audience



Determine Your Audience

Tailor Your Message

- ▶ Who is in the room?
- ▶ Why are they there?
- ▶ What makes them tick?



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Rehearse!

- ▶ Find a practice partner
- ▶ Record yourself
- ▶ Get comfortable with your message



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MANAGING YOUR TIME EFFECTIVELY

- ▶ Pace yourself
- ▶ Gauge audience reaction
- ▶ Avoid distracting mannerisms
- ▶ Employ repetition
- ▶ End strong



Pace Yourself

- ▶ Don't rush through your message
- ▶ Plan to end a few minutes early
- ▶ Pause occasionally for effect
- ▶ Breathe!



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Gauge Audience Reaction

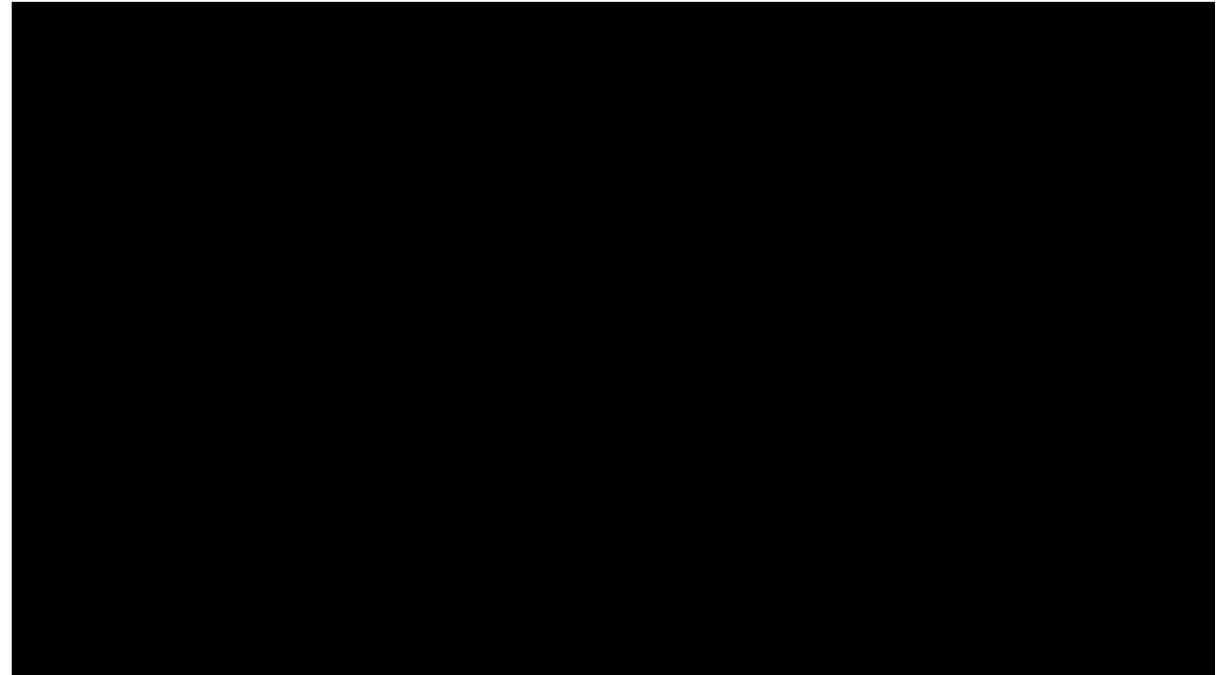
- ▶ Pay attention to crowd reaction
- ▶ Alter your approach if necessary (i.e. cut speech short, move on to another topic, etc)



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Avoid Distracting Mannerisms

- ▶ Be conscious of your body and movements



Employ Repetition

- ▶ Repeat key phrases/words in your speech at various points to emphasize the main points of your message



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End Strong!

- ▶ Close your speech with the main ideas you want the audience to remember
- ▶ Leave them wanting more!



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RESOURCES

- ▶ *How to Get Your Point Across in 30 Seconds or Less* by Milo O. Frank
- ▶ *Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds* by Carmine Gallo
- ▶ *The Quick and Easy Way to Effective Speaking* by Dale Carnegie
- ▶ *The Art of Public Speaking (11th Edition)* by Stephen Lucas

KEY TAKEAWAYS

- ▶ Prepare by:
 - ▶ Doing your research
 - ▶ Understanding the goals and expectations
 - ▶ Defining your audience
 - ▶ Rehearsing

- ▶ Manage your time by:
 - ▶ Pacing yourself
 - ▶ Gauging audience reaction
 - ▶ Avoiding mannerisms
 - ▶ Employing repetition
 - ▶ Ending strong

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THANK YOU!

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