

Class: BSc Sem 5

Subject : Business communication

Chapter: Unit 2 Chapter 1

Chapter Name: Effective public speaking

Today's Agenda

1. Importance of public speaking
2. Conquering the fear of speaking in public
3. Business presentation v/s public speech
4. Elements of public speaking
5. Choosing a method of speaking
6. Dealing with the nerves
7. 5 ways to motivate the audience

1 Importance of public speaking

Develops leadership qualities

- Public speaking is important for developing leadership abilities because it helps you convey your ideas effectively to others.

Improves communication skills

- Presenting information before others and giving public speeches can improve your communication skills. Also, as public speaking focuses on conveying ideas and thoughts, it can increase your ability to present ideas in a coherent and organized manner.

Increases your persuasion skills

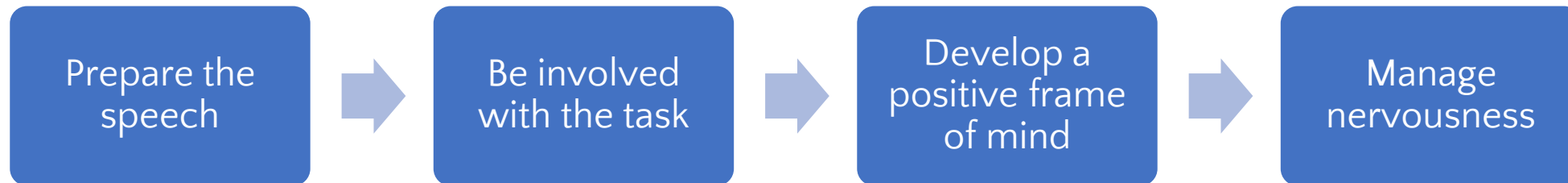
- Through public speaking, you influence your peers, improving your persuasion skills. When you speak with confidence and poise, your audience is likely to listen to what you're saying and take desired actions.

Increases confidence

- Public speaking can increase your confidence in interacting with others in the workplace. Problems like performance anxiety and nervousness might reduce when you're confident about your skills. Excellent public speaking skills can help you share information meaningful and authoritatively.

2 Conquering the fear of speaking in public

Public speaking can be learnt with hard work and practice. Following are the steps to hone this skill:



2 Conquering the fear of speaking in public

1. Prepare the speech

The Key to a successful presentation is effective preparation The more one practises, the more comfortable one would be with the speech.

Steve Allen' gives a six-point formula to overcome nervousness:

- Read the speech over several times, silently
- Read the speech a few times aloud
- Feel the emotions that are being presented. It will help develop proper body language
- Record the speech and listen to it twice. This would be a kind of revelation
- Videotape the speech. One will be able to identify gaps and the areas of improvement
- If possible, make a presentation in front of a group of people; these can be one's friends cooperative family members. Absorb the given feedback and work on it sincerely

2 Conquering the fear of speaking in public

2. Be involved with the task

One is so involved with the task at hand that there is no time to think about one's perfection or worry about one's mistake. Understand that mistakes may happen despite our best efforts. While the speaker in such cases might be disturbed on committing the mistake, the truth is that the audience will only realise it if the speaker draws it to their attention.

3. Develop a positive frame of mind

Once the preparations are done, close one's eyes, visualise a packed auditorium and see oneself successfully delivering the speech. It is a way of tricking the brain into developing a positive self-image, and this is essential for building internal confidence.

2 Conquering the fear of speaking in public

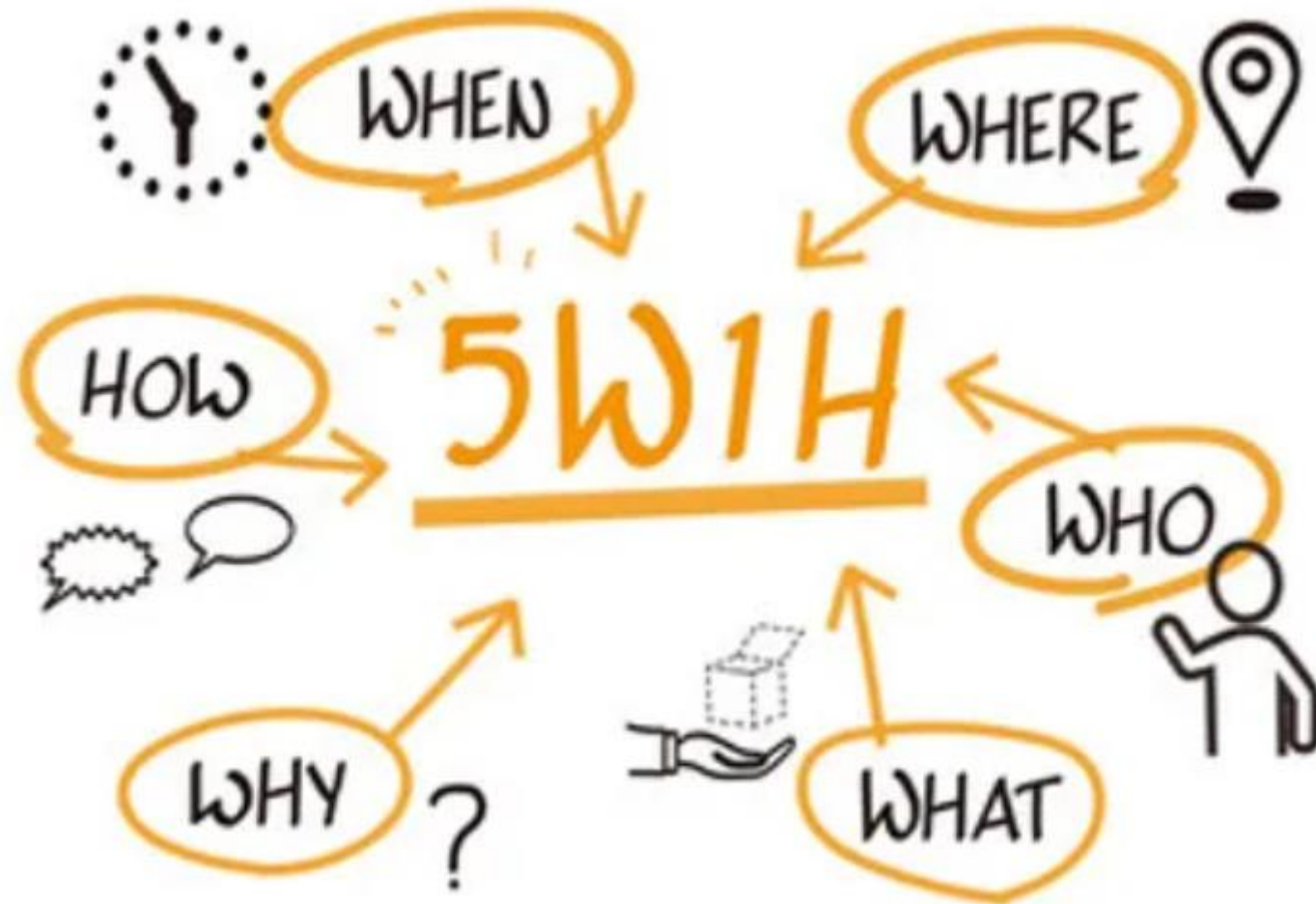
4. Manage nervousness

It is natural to be nervous; therefore, it is important to manage the nervousness on the stage. Public speaking to some extent is like acting. As a speaker, one has to enact one's part with finesse, even though one might be trembling from inside. It is to be remembered that the audience would see only what is shown to them. They would see through a quivering voice, or shaking hands, but it is up to one as a speaker to know how to overcome this handicap and present a faultless profile while speaking. Outwardly, one needs to present a calm and confident demeanour and appear unruffled.

3 Business presentation v/s Public speech

Points Of Difference	Business Presentations	Public Speaking
Aim of speakers	To give the audience what they know they need	To give the audience what they believe they want
Type of audience	Generally homogeneous in terms of their knowledge, area of academic or professional interest, etc	Mostly heterogeneous
Expectations of audience	Complete details about the topic	Do not expect a lot of details
Amount of information	More	Less
Level of interaction	More: as the audience wishes to understand the topic thoroughly	Less: as a general understanding is desired by the audience

4 Elements of Public speaking



4 Elements of Public speaking

➤ Why: The Purpose

In public speaking, the speaker's specific purpose is to get a particular response from the audience this preconceived purpose chosen before a talk is the only characteristic that distinguishes public speaking from more random communication.

It is, therefore, essential for one to clear the purpose of the speech by asking oneself the following crucial questions:

- What is the objective?
- What does the speaker want the audience to take away?
- What exactly is the purpose: to inform, persuade or entertain?

Public speaking can be a powerful tool to use for purposes such as motivating, influencing, persuading informing or simply entertaining.

4 Elements of Public speaking

➤ Who – Knowing the audience

Who is your target audience? What would they like to know about your topic? What are their concerns? Are you addressing the “who” you targeted in your research?

When you address the “who” of your message, you are better able to relate with your audience. Your audience will feel like you are speaking directly to them, understanding their needs, and it will allow you to get full attention.

➤ What – Knowledge of the topic

What is the message you want to communicate? What are the issues? What are the solutions?

The “what” in your message is the backbone of your presentation. It is your purpose for speaking. It is also the reason why people come to hear you.

4 Elements of Public speaking

➤ When

When should the audience take action? Is there a sense of urgency in your presentation?

Stressing the “when” aspect of your message is especially important when you want your audience to take action immediately following the presentation; it could be buying the product, choosing your services or yourself over other candidates, sign up for a class or simply eagerly implementing the ideas and learnings in the workplace.

➤ Where

Where is the problem? Where is the solution? Where can your audience find the help they need?

“Where” signifies direction, it leads your audience somewhere in your presentation. The question you need to answer; “where would you like to take them?” Some of the common “where” statements include “in the hospitality industry today”, “in our hotels across the region.”

4 Elements of Public speaking

➤ How?

How can they respond to your message? How can they take action based on what they've heard?

“How?” is the learning and teaching portion of your message. You may consider this the “how-to” section and giving the people guidance to improve their lives. This section often incorporates steps to follow.

Presentations and speeches should not be complicated, keep it simple and to the point. Therefore, there are still many questions, and if you manage to add “What Else?” to explore and expand, you will be able to cover all angles.

5 Choosing a method of speaking

From manuscript

From memory

Impromptu speech

Extemporaneous speech

Mind mapping

6 Dealing with nerves

All speakers experience some degree of anxiety prior to their speech. One may use this anxiety positively to motivate and energise the audience. Several strategies can be used to deal with nerves:

- Practise mentally so that you know the material thoroughly. It would then be there in the head when needed the most
- Organise yourself so that there is no last-minute rushing on the day of the speech.
- Feel confident because you know the audience. You have researched the topic. The material is well organised and you have practised
- Remind yourself that something interesting needs to be said and shared with others
- Avoid eating and drinking too much. Have something light in moderation
- Dress appropriately. That is a very subtle, non-verbal way of establishing a power position
- Go for simple breathing exercise: Take a deep breath. Hold it. Then let it out with a smile. Close your eyes and sit silently for a moment. This would help you feel relaxed and ready for the speech.

7 5 ways to motivate the audience

Listen

Make sure that the audience listens to the speaker. For this, the most important rule is to speak their language. Never try to pack too much information. Make it simple, short and sweet. In case of a technical problem, it is best to stop the speech.

Understand

The listeners are more likely to understand if the content is properly structured. Use simple illustrations and involve the audience to make them experience the concepts themselves. Follow the PIP method wherein the first P stands for Premise, I for Illustrations and last P stands for the Point that one summarises.

Believe

Get them to believe what one says. The listeners are more receptive to what one says when there is a combination of the three Aristotelian principles :

- Ethos means one's credibility as a speaker
- Pathos means touching the hearts of the listeners with an appropriate dose of passion
- Logos means using logic and facts to prove and substantiate one's viewpoint

7 5 ways to motivate the audience

Retain

Adopt structure and format which helps the audience retain the content. Although retention is only partially applicable during the speech, most of it happens afterwards. However, during the speech, try to involve the audience. As research says, people will remember 20% of what they hear, 30% of what they see, 50% of what they see and hear and 80% of what they hear, see and do.

Act or Do

The objective of the speaker is not only to capture the audience's attention but also to make them take a certain action. A message strong enough to kindle a spark would bring a desire to act. However, the audience would like to take action if it is not too much of a trouble. If they are asked to do a small exercise or take a small step, they would definitely go for it.