

RLI Graduate Course

**Rotary Leadership Institute
2016-2017**



Effective Public Speaking

Faculty Guide

ROTARY LEADERSHIP GRADUATE COURSE:

EFFECTIVE PUBLIC SPEAKING

TIME: Full day

A practical hands-on opportunity for Rotarians to improve their public speaking performance.

GOALS:

1. Review basic elements of preparing and delivering effective public presentations.
2. Practice speaking in front of an audience and receive positive suggestions for improvement.
3. Help you to internalize delivery skills.
4. Learn how to self-critique one's performance.
5. Increase confidence in all types of public speaking.

SESSION TOPICS AND TIMELINE:

30 min.	introduction of course and goals, introduce facilitator and participants
45 min.	ice-breaker
120 min..	receive topic: prepare, deliver speeches, and critique
30 min.	review elements of effective speaking
120 min.	receive second topic: prepare, deliver speech, and critique
15 min.	review, summary, and closure
6 hours	Total Session Time

ICE BREAKER:

Use a technique that involves speaking before the group.

Suggested: Pair the participants in twos, spend 10 minutes learning about each other, then introduce each other to the group, at 2 minutes each.

Connecting the dots: audience, speaker, topic and the connection of the introducer to the speaker

Videotaping of actual speech by each one as a baseline using their own I Phone so they will have something to review—10 minutes each and then just general comments

ELEMENTS OF PUBLIC SPEAKING

Introduction: Why is public speaking so feared?

In The Book of Lists, it is #1 (death is #5!) Fear of public speaking is called glossophobia.

What is the worst that can happen? If you are not paid \$25,000 per speech, you are not expected to sound like it!

A. PREPARATION:

1. Kinds of Speeches: *Give examples of each (motivational, informational, call to action, eulogy)*
What characteristics should speakers have to best present each?

- information, knowledge
- entertainment
- reduce conflict, misunderstandings
- persuasion, selling
- stimulate to take action
- introduction of speaker or presentation

2. Topic Selection:

- relevance
- high interest
- when you are given the topic

Remember PAT: purpose, audience, time allowed

3. Practice, practice, practice!

B. DELIVERY:

Frank Devlyn's Three Commandments (Ch. 2)

- *know thy audience*
- *know thyself*
- *know thy subject*

1. Length *Never exceed the time you are given*

- *Place your watch or clock in front of you*
- *Be able to condense or expand, if necessary*

2. Voice, tone *Impact on audience:*

- *words* 7%
- *tone* 38%
- *body language* 55%

3. Body language: posture, movement, gestures

4. Dress

One level above the audience

5. Opening

First minute sets the tone; connect with the audience

Old adage:

- *Tell them what you will tell them*
- *Tell them*
- *Tell them what you told them*

6. Closure
Finish the story you may have begun with
Leave them wanting more
7. Use of humor, quotes, personal stories
8. Audience involvement
Depends on the size of the audience
Ask questions, even if rhetorical
Ask for show of hands on an issue or question
9. Use of notes, props
If using a script, type it double space, large font, on top half of numbered pages. Why?
10. Handling questions
What if no one asks a question?
What if you don't know the answer to a question?
11. Technology
Practice use of the mike
Practice use of videos, powerpoint
Never rely totally on tech - what if it fails?
Use tech like a drunk uses a lamp post—for support, not illumination
12. When things go wrong—what is the WORST that can happen?

ALTERNATE WAYS TO CONDUCT THE COURSE

1. *Start class with each participant giving a 5 minute talk, with the class offering critique. Most of the elements will be mentioned during this process, and the facilitator can summarize the elements in the last part of the class.*

— OR —

2. *Go through the elements discussing each, then each participant gives a 5 minute speech, followed by class critique.*

ALTERNATE WAYS TO ASSIGN SPEECH TOPICS

1. *Give a choice of several topics, then give the class 10 minutes to prepare*

Suggested topics:

- *What Rotary Means to the World*
- *Why I Joined Rotary, and Why I Stay*
- *My Proudest Moment*
- *Advice for the High School Graduating Class*
- *America the Beautiful*
- *Why My Rotary Club is the Best*
- *Eulogy for an Admired Friend*
- *Today's Youth: Not What They Used To Be!*

— OR —

2. *Assign one topic on which all speakers will focus then allow class 10 minutes to prepare.*

— OR —

3. *Allow participants to choose their own topic, then allow 10 minutes to prepare.*

ALTERNATE WAYS TO ASSIGN ORDER OF PRESENTATION

1. *Volunteers*

2. *Birth month (January first through December last)*

3. *Alphabetical order of first names*

Appendix A

ONE APPROACH TO PUBLIC SPEAKING

A few years ago one of the enrichment sessions at the Mid-Atlantic PETS was an hour on Public Speaking led by Sam Iorio. I attended as an observer, since I was a RC President many years before and was Faculty for RLI and this PETS. I left the session a true believer and in possession of the best possible suggestions on how to do well as a speaker in public.

For decades I have been delivering technical papers and giving product presentations to a variety of customers in the U.S. and abroad. So I thought myself to be reasonably accomplished as a speaker. But what I learned from Sam allowed me to become a Rotary District Governor in spite of the deterioration in my central vision. Here is what I learned.

Two extremely important rules that guide public speaking:

1. Speak only about subjects about which you are thoroughly familiar. You must know your material.
2. Make your presentation by telling stories. Have a central theme and connect your stories with it. When you tell your stories do so in the first person and provide specific details such as the weather, or the food you ate, etc. Humor is OK as long as it is not at the expense of anyone else.

Thus, for folks wanting to be effective public speakers, it is essential for them to make a list of their stories and some details of each. Your stories can be personal accomplishments, experiences in work or travel, and stories you heard from others that you like. The speakers will use some of the stories on their lists to put together a presentation—once the theme, the makeup of the audience, and the amount of time allowed are known.

That training hour at that PETS ended with Sam asking each of the 15 or so people in the room to give a two minute story about something significant in their lives. We were encouraged to put enthusiasm and emotion and details in our story. The group made comments after each. I don't remember what others spoke about, but I described the unusual circumstance of meeting my wife at a Rotary meeting. I knew it well and it was entertaining.

Naturally during that PETS itself I paid particular attention to how each speaker did his or her "thing." PRIP Wilf Wilkinson was very entertaining and informative. He told stories that connected and supported the theme of his talk.

As I moved into the Rotary DGN mode, I thought more and more about how I would be able to provide a proper 15 to 20 minute talk to our 49 Rotary clubs without using any notes; I cannot work from a script anymore. One day we watched a DVD of a Rotarian delivering a speech to judge his suitability to address our next PETS. The guy was good. Then it dawned on me why he was so impressive. He was telling stories of a minute or two in length, each about some experience of his with the Rotary topic he was covering. He was comfortable and natural as a result.

After viewing the DVD I was inspired to take a whack at my “official visit” District Governor speech. I went to my computer and created an outline of stories. Our RI theme was “Building Communities; Bridging Continents.” And we had a district theme of “Rotary is Magic.” Using the two themes I explained what each meant by telling stories about what Rotarians do. My overall theme was “The Power of One” which became the closing message.

Had my vision been OK, I would have listed a word or two on some cards to remind me of each story and where it was to go in the sequence. Most folks would be very successful this way.

In my case I developed a mnemonic of about nine letters to remember the sequence. Each letter stood for a word that was the clue to that story. So I gave the talk 49 times and always from memory. Was it any good? You will have to ask someone else. But I did receive some very complimentary notes about it over that 4 month experience.

These ideas are applicable for almost all speaking assignments. Sometimes you may have a PowerPoint sequence in support of your presentation. The slides themselves must be brief, bold and informative. And each one serves to prompt the speaker into a well-rehearsed story.

It is also important to understand who the folks are in your audience. Are they trained in your subjects? Or are they new to your field?. The stories you tell and the “jargon” you use have to match your audience’s information level.

A five minute talk is tougher than a 20 minute one. In five minutes it is difficult to develop even one or two points that your audience might remember. And no speaker should go over the time allowed -- ever.

*June 14, 2011
Bill Palmer. D7430 DG 2010-11*

APPENDIX B

Effective Speakers:

- Know what they are going to say
- Organize and present key points clearly
- Make visual aids easy to read and understand
- Maintain good posture and relaxed natural eye contact
- Know the speech well enough to speak with few notes
- Rehearse
- Give a well-paced, calm presentation
- Vary the pitch, volume, and tone of voice; enunciate clearly
- Draw clear verbal images

Ineffective Speakers:

- Are vague and incoherent
- Use crowded unclear visual aids
- Maintain poor eye contact or read the speech
- Give a hurried, nervous presentation
- Do not communicate the purpose of the talk
- Speak in a dull, sleep-inducing monotone
- Give too much information

—Yvette Palmer, PDG D7430
Division Vice Chair, RLI

“It usually takes no more than three weeks to prepare a good impromptu speech.”

—Mark Twain

*“Rotary creates leaders of leaders, people who have command of an idea,
and can articulate it with vision and clarity.”*

—Rick King, PRIP 2001-2002

*“There is an old adage: ‘Talk is cheap’. Well, it isn’t. Talk can be extremely expensive,
both literally and figuratively.”*

—J. Lyman MacInnes

Dale Carnegie, one of the best speakers of all time, once said that there are three essentials to a great speech:

1. You must have EARNED the right to make that speech in the eyes of the audience, meaning you have to possess more knowledge on the subject than the audience has.
2. You must be enthusiastic, passionate, and excited about the subject.
3. You must be enthusiastic about the opportunity they have given you to speak to THAT audience on THIS day.

From FRANK TALK ON PUBLIC SPEAKING, p.xvi

Prominent Rotarians list the best speakers ever:

Cliff Dochterman	Winston Churchill
Rick King	Martin Luther King
Frank Devlyn	John Kennedy
Art Linkletter	Nelson Mandela
Zig Ziglar	Bill Boyd
Ronald Reagan	Franklin D. Roosevelt
Bill Clinton	Billy Graham
Barack Obama	Jeff Cadorette
Norman Vincent Peale	AnnLee Hussey

From FRANK TALK ON PUBLIC SPEAKING, Appendix

RESOURCES:

Devlyn, Frank J. and Forward, David C. FRANK TALK ON PUBLIC SPEAKING, Medford,NJ: Reach Forward Publishing, 2010, \$13.95

MacInnes, J. Lyman, ELEMENTS OF GREAT PUBLIC SPEAKING,

Toastmaster Clubs

Dale Carnegie courses

Appendix C



Champion speaker answers some rhetorical questions

One of the keynote speakers at this year's Rotary International Convention in Seoul will be Dananjaya Hettiarachchi, the founder and CEO of a human resources development and communications firm in Sri Lanka. In addition to being a much-sought-after motivational speaker, trainer, and executive coach, Hettiarachchi holds claim to a title that many seek but few attain: world champion of public speaking.

In 2014, Hettiarachchi bested some 33,000 competitors from around the world to become the first Asian-born

winner of the Toastmasters International World Championship of Public Speaking, which began in 1938. In his championship speech, "I See Something," Hettiarachchi recounted how he reversed the course of a troubled youth and got on a path to success after being introduced to a mentor who told him, "I see something in you, but I don't know what it is."

THE ROTARIAN: Will it be a special challenge to speak at the Rotary Convention? Have you decided on a topic?

HETTIARACHCHI: More than a challenge, it will be a privi-

lege. Since speaking is what I do day in and day out, it is an opportunity that I look forward to. I have focused on a broader theme of bringing out the leader in you first and how, during that process, you could contribute more toward the people around you and society at large.

TR: What are the essential elements of a good speech?

HETTIARACHCHI: One of the most important elements is to be authentic. Your voice is as unique as your fingerprint. Your voice, tone, rate, pitch, and volume tell who you are. People need to buy in to

you before they buy in to what you're saying or selling.

TR: You have said the most important part of a speech is the pause. Could you explain that?

HETTIARACHCHI: Silence speaks volumes, and a well-placed pause can speak volumes. It is that few seconds of silence that allows the audience to contemplate what you have said and allows the weight of your content to sink in.

TR: Your winning speech, "I See Something," seems almost as much a stand-up comedy routine as a speech. How important is humor in a speech?

HETTIARACHCHI: Humor is an essential part of communication and public speaking. I wouldn't classify it as a stand-up routine because stand-up comedy has no message; it has only an entertainment aspect. Humor allows a speaker to connect because it is universal. A speaker uses humor to create a connection that will allow him or her to position a more meaningful message with an audience. In an era when attention spans have diminished, keeping an audience entertained is vital to delivering your message.

TR: What is the more important element of a speech – style or content?

HETTIARACHCHI: I think they are equally important. Content helps you change the mindset of the audience; style helps you to be remembered and keeps people coming back for more.

TR: What is the worst mistake a speaker can make?

HETTIARACHCHI: Making the speech presentation about himself or herself instead of focusing on the message and the audience.

TR: You are the first Asian to win the Toastmasters International World Championship. Contestants are required to speak in English, and your native language is Sinhalese. What challenge does it present to learn to speak in a second language?

HETTIARACHCHI: Learning the language is not that difficult. Using it with confidence in front of native speakers is the challenge. This requires many cycles of learning through failure.



World champion public speaker Dananjaya Hettiarachchi has shown his skills to crowds around the world, giving speeches in (opposite) Great Britain, (this page, clockwise from top right) Malaysia, the U.S., Canada, Sri Lanka, and Sweden.

TR: What brings you the most satisfaction in the work you do?

HETTIARACHCHI: It's when people tell me that I have changed them in some way through the workshops and keynotes that I do. I speak in many countries on peak performance and self-leadership. I live for those moments where the stories, lessons, and insights that I share help people find their purpose and allow them to perform at their peak.

TR: Any insights you would like to share about self-improvement and achieving success?

HETTIARACHCHI: The importance of mentors and teachers in creating a better society and world. The importance of helping yourself first before you help others, to make things more sustainable. The importance of environment in success – how engineering the right environment for people is some-

times better than charity in allowing them to become successful. The power of changing one person at a time has a compound effect. - PAUL ENGLEMAN

Hear Dananjaya Hettiarachchi speak at the 2016 Rotary Convention, 28 May-1 June in Korea. Register at www.ricvention.org.