

*The Art of*  
**Public Speaking**  
**& Telling a GREAT Story**



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# FACING THE FEAR

- There is no such animal, in or out of captivity, as a “*Born Public Speaker*”
- Speak with PASSION!
- Don’t agree to talk on a topic that you are not passionate about – it shows!
- Every great speaker suffers from: *NERVES*
- Adrenaline makes you CARE!
- #1 Fear of American Adults: \_\_\_\_\_

# 9 Ways to Control Fear

- Understand that everyone gets butterflies before making a speech
- Understand that it is OK to make a mistake
- Understand that it is all right to be the Center of Attention
- Don't take yourself or the speaking situation too seriously
- Adopt a positive attitude
- Know your subject inside and out, backwards and forwards
- Prepare well for every speaking situation
- Gain Experience!
- Practice! Practice! Practice!

# Preparation is KEY!

- Who is my contact person?
- What is the purpose of my speech?
- Who is my audience?
- What type of speech am I expected to make?
- What is the occasion?
- What objections do my audience have to my subject?
- What additional research and information will I need?

# Preparation is KEY!

- How many people will I be speaking to?
- What kind of room will I be speaking in?
- Will there be a lectern, what kind of lectern, where will it be?
- How will the audience be seated?
- What visual aids will you use?
- What equipment will you need, and will it be available to you?
- How much time do I have to speak?
- Will the local media be there?

# Preparation is KEY!

- What time should I arrive?
- How far is the location where you are speaking?
- Will people be eating or drinking while I am speaking?
- Will there be other activities going on nearby?
- Will there be other speakers and what will be their subjects?
- When will I be speaking- Morning, Noon or Evening?
- Who will introduce me?

# First Impressions

**Audiences are not impressed  
with words.**

**They are impressed with:**

- Sincerity
- Enthusiasm
- Passion

# First Impressions

- Be on time
- Dress Appropriately
- Walk with Confidence
- Smile
- Hold Eye Contact
- Be Professional
- ALWAYS have a **PLAN B!!**

## Adult Recall:

58% Visual: Persona

38% Vocal: Tone

7% Verbal: Words



# Body Language

- Stand Tall
- Act Poised and Confident
- Use Large, Natural Gestures
- 45-degree hands/arms
- Feet Forward
- Pocket Check

# The Use of Voice

- Projection
- Voice Inflection
- Voice Volume
- Speak Clearly & Distinctly
- Add Pizazz!
- Dramatic Pause
- The Whisper

# Tech-Check!

## In-Person:

- Test the Microphone
- Be sure that its ON
- 45-degree Angle

## Zoom & Online:

- Who's the host?
- Moderator? (Q/A Handling)
- Screenshot & Handouts

# Use of Notes

- 4x5 Cards
- Always carry them with you
- Number your cards
- Double Space
- Large Print
- Only use ONE SIDE – No flipping!

# Facility Check!

- Be Early
- Microphone Check
- Know the IT Guy!
- Electrical Check
- Lighting
- Podium/Lectern

# Introductions

## Introductions Serve Two Purposes:

- Get the audience excited about hearing the speaker
- Get the speaker excited about the audience
- Introductions Build Credibility
- Make the speaker feel important and like an expert

# Speaking with Purpose

## The 4 Main Purposes

- **To Entertain:**

The purpose of a Talk to Entertain is to amuse, please, or simply hold the interest of the audience.

- **To Motivate:**

The purpose of a Speech to Motivate is to get your audience inspired to do something.

- **To Convince:**

The purpose of a Speech to Convince is to influence belief and future behavior.

- **To Inform:**

The purpose of a Speech to Inform is to instruct your listeners.

# Final Touches

- Know the purpose of your talk
- Have a central idea or main point
- Should be able to state this in ONE short sentence
- Have a defined structure to the talk
  - Opening
  - Body
  - Closing



# The Opening

- The opening may be the most important part of your talk.
- The opening is where a speaker establishes rapport.
- The opening establishes the critical first impression.

# The Body

- The Main Body of the speech is the outline structure made up of Headings or Main Points that you want to discuss.

## **There are Four Common Forms of Support in the Body of a Talk**

- Examples and Illustrations
- Statistics
- Testimony and Quotations
- Definitions

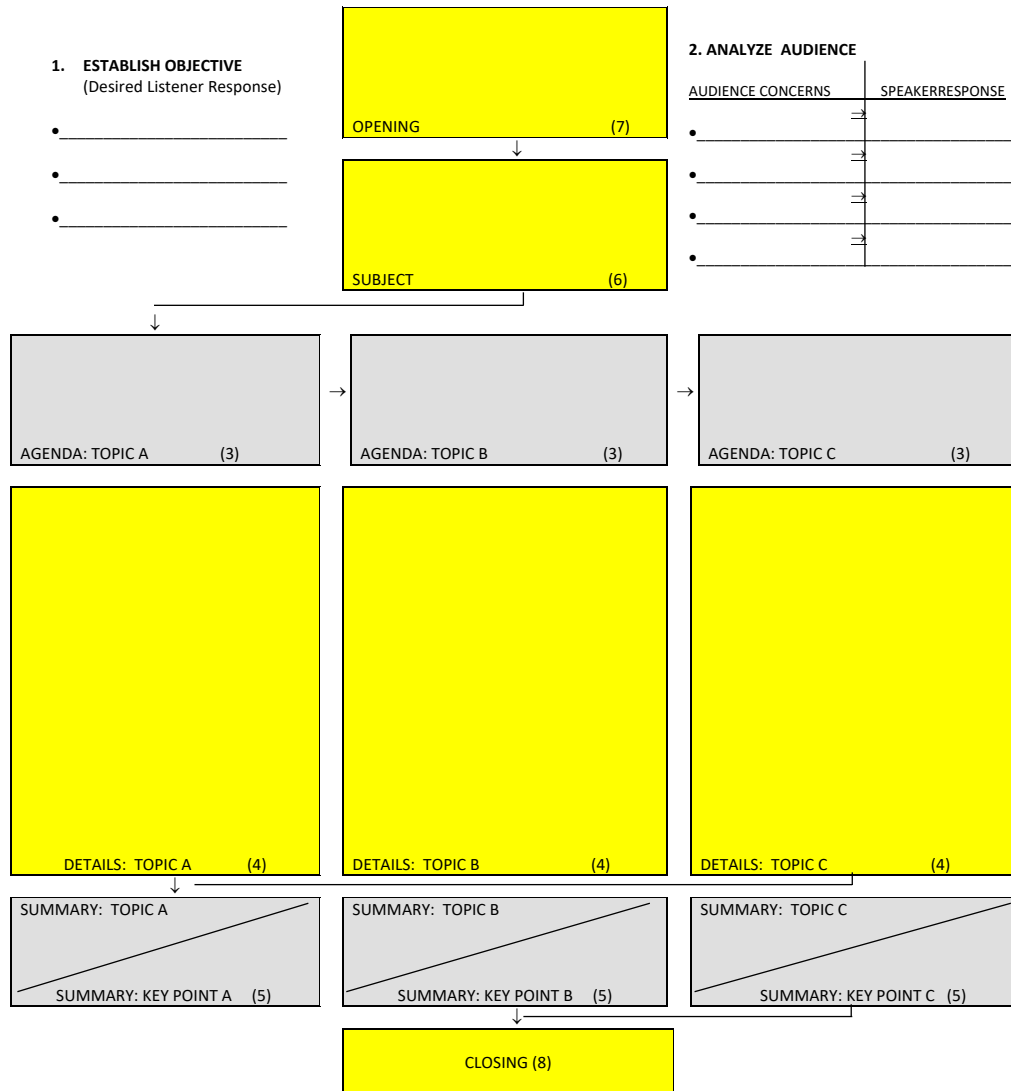
# The Close

- A good Close is essential in pulling a speech together, restating and emphasizing your main points, and leaving a favorable impression.
- A Speech to inform often ends up with a recap of the main ideas.
- An effective Close can be made with a strong or startling statement.
- An emotional lift at the end of a speech is an effective Close.
- The use of a Quotation is an often an effective Close.

# The Matrix



## Building an Effective Story



## Review Steps 1-8

- 1) Objective
- 2) Audience
- 3) Topic(s)
- 4) Details
- 5) Summary/Key Points
- 6) SUBJECT
- 7) Opening
- 8) Closing



# Questions & Answers

## THANK YOU

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