

## Tuesday Toasters Tips for Speakers

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### Tuesday Toasters Toastmasters Club #3004

(<http://www.public.usit.net/sburgin1/index.html>  
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Toastmasters International District 63

Tuesday Toasters is one of 71 clubs in District 63 Toastmasters, a non-profit educational organization based in Rancho Santa Margarita, California. The mission of the club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

Tuesday Toasters 1997/98 Theme:  
"Improving Communications One  
Speaker at a Time"

### Analyze Your Audience BEFORE You Arrive

1. Why is this group assembled on this occasion?
2. Why has the group invited you, or why have you called the meeting?
3. Will they attend by choice or by obligation?
4. If you are not the only speaker, are you the keynote speaker, the main speaker, a panel member, or one of many speakers?
5. Will you be presented as an honored guest, a reputable authority, or a trustworthy colleague? Are you a stranger, about whom the audience has no preconceptions, or are you mildly disliked or distrusted, a member of the opposition? In other words, what preconceived notions, if any, might your audience have about you?
6. How much time do you have to make your presentation?
7. How much time do you have to prepare your presentation?

8. Will the audience have just eaten, be waiting to eat, be ready to adjourn? Have they had cocktails, been working all day? What other factors might affect their attention level?

9. How will the audience be dressed? What is the general tone of the meeting?

10. Is the seating arrangement classroom, auditorium, restaurant, banquet, conference table, or some other?

11. What is the composition of the group? Include here whether they are male, female, or both; have high school, college, or postgraduate educations; are lower, middle or upper management.

12. What is their income average and life-style?

13. Who are the key members of the audience?

14. If the topic has been left up to you, have any suggestions been made or implied?

15. Who has spoken to this group previously in similar situations? With what results and reactions from the group?

### **Fifty Basic Quick Tips for Speakers**

Do both you and your audience dread every time you make a speech? Are speeches an awful chore that you avoid like a plague? Do your speeches evoke yawns rather than enthusiasm?

If you answered yes to any of these questions, you may be in trouble. What is the secret formula to being a good speaker? Actually, giving a very good speech is not a magic trick at all but an art cultivated by following a few rules and constantly practicing. Here are a few guidelines that can help you become a better speaker.

Research your topic. Read about it, talk about it, and investigate it. The more you understand the topic the better you can handle it.

Jot down any ideas which come to mind so you do not forget them. In your reading, look for some natural idea structure on which to build a speech.

Decide on a central idea. This should be the main theme for your talk. Take into consideration your audience's knowledge and needs.

Develop main points which support the central idea. The idea should be divided into no fewer than two and no more than five main points. More than five points will be difficult for the audience to remember.

Investigate the particulars on your subject. Collect examples, anecdotes, definitions, comparisons, etc., they can flesh out the main points by adding to their validity and interest.

Be sure to answer the questions: who, what, when, where, why, and how.

Choose only information with relevance, accuracy and some human interest appeal. Any other information will only confuse your audience.

Make an outline of your speech. Outline will help you to organize and pace your talk.

Write your speech in very simple language. Use short and direct sentences. This will make your speech easier to understand and give information more impact.

Follow a general statement with specifics. Substantiate generalities with authority or your audience will not accept them.

Do not overestimate information for the audience or underestimate their intelligence. Give them the facts they need to know to understand and accept your central idea but do not talk down to them.

Be careful in your selection of humor. Use jokes only if they are appropriate to your speech and to the audience. Do not bewilder the audience with meaningless humor or offend them with tasteless jokes.

Choose visuals that help tell your message. Avoid visuals that are so busy that they tend to overshadow your ideas and distract from your main idea or message.

Begin a speech with an attention grabber. Introductions should create a bond between audience and speaker. If you do not capture their attention at the beginning, you will not get any part of your message across.

Develop smooth transitions from one part of the speech to the next. Give your speech continuity by showing the relationship of each part to the whole.

Place cues for pauses, gestures, and audio-visual directions in the margins of your speech script. These cues can guide you during deliver.

In you closing, sum up the main points of the speech and again repeat the central idea. Such repetition will reinforce your message.

End with an appeal for action. This should be your speech's goal. By concluding with your plea for action, your audience will remember it longer.

Stay within your time allotment. Talking overtime is rude to the other speakers and the audience.

Put your speech on large note cards. Be sure your notes are lettered large and clear.

Rehearse. Nothing can make a speech perfect except practice and practice and practice. Practice with your equipment and assistants, if you are using them. When rehearsing, have someone critique your performance or check your own mistakes with videotape or a tape recorder.

Be sure all of the equipment is working to your satisfaction. Check on replacements in case of a breakdown.

Dress appropriately. Do not overshadow your speech with flashy apparel.

Stand erect but not stiff. Do not be afraid to move during your speech. Movement will help keep the audience's attention.

Take your notes to the lectern. Only a professional can speak without notes so do not trust your memory. Use your notes to guide you, but do not shuffle the note cards. It can become distracting.

Know your microphone. Try it out before the program. When it is your turn to speak, do not blow into the microphone or tap it. Gauge its power from the Toastmaster's use of it.

Start your speech with a sixty second pause and a pleasant facial expression. Relax. Do not start to talk until you are at the lectern and have everyone's attention. Give the audience a chance to settle down and respond to your presence.

Thank the Toastmaster and make the necessary acknowledgments. Be courteous but brief.

Start with the strong opening. Once the audience is yours, hold them. Try a meaningful joke or story. Ask the audience a pertinent question.

Explain why you are there. The Toastmaster will qualify you as a speaker on this topic but it is up to you to create an intimacy between you, your topic, and your audience.

State your central idea. Tell your main idea clearly and directly. This is the foundation upon which your speech is based. Be sure your audience understands it.

Make a point, then go on to the next one. Do not fill your speech with anticlimaxes. Forget the unimportant trifles.

Work to a climax. Know the goal of your speech and work directly toward it. Do not get detoured.

Speak in a varying tone. Use an animated conversational voice. Emphasize but do not rant and rave. Never rush your speech.

Gesture to make a point. Use your face and body to express what you are saying. Synchronize gestures with your words. Avoid fidgeting.

Maintain eye contact with your audience. Make friends with the group in the center, but remember everyone in the room.

Use our visual aids but do not hide behind them. Let them talk to the audience but do not let them do all the talking.

Unveil your props and visuals as you go along. Dispose of props after their use. Do not clutter the speaking area and your speech with unnecessary and distracting props.

Talk to your audience, do not preach. Give them your ideas not your education.

Forget the word " I " and stick to the word " you ". Let the Toastmaster brag about you. You talk about your audience and their abilities.

Make use of pauses. Give your audience time to digest your ideas.

Invite audience participation. Put the audience into the act and you will have their attention and interest. They will remember more if they get to participate.

Summarize main points clearly and briefly. Relate them back to the central idea.

Close with a rousing plea for action. Be as sincere, honest, and enthused as possible.

Do not talk too long. Be fair to everyone. Do not get carried away with miscellany.

Make your script obvious but not awkward. Your trying to hide it is ridiculous and annoying.

Know your script. Read and re-read it, rehearse with gestures. You may want to memorize the beginning and the end so that you know them "cold".

Do not correct small mistakes. You will only draw attention to them and disrupt the continuity of your speech.

Say it, do not read it. Maintain eye contact with your audience. Look at t he script, then talk directly to the audience. Think about what your are saying. Speak slower and louder whenever you must read a direct passage.

When you are done speaking, hold eye contact for a few seconds. Avoid closing with "Thank you", it is a weak crutch. Wait for applause and sit down after returning control of the lectern to either the person who introduced you or the person in charge of the function.

### **Quick and Dirty Tips for Speakers**

Decide on your specific objectives first

Before you think about anything else, know one or two major points you want to communicate. Then plan the best way to get across.

Put yourself in your audience's place

Recognize how you and most of the audience differ in attitudes, interests and familiarity with what you are talking about.

Then speak to them on their terms, in their language.

Do not memorize, do not read

Except for a few carefully chosen gems, memorable phrases or examples you know will work well, be as spontaneous as possible. Do not rehearse to the point that you find yourself saying things exactly the same way each time. Use brief notes to keep yourself organized.

Try not to think about your hands and facial expressions

Instead, concentrate on what you want to get across and let your nonverbal communication take care of itself. Conscious attention to gestures leads to inhibition and awkwardness.

Take it slow and easy

People in an audience have a tremendous job of information processing to do. They need your help. Slow down, pause and guide the audience through your talk by delineating major and minor points carefully. Remember that your objective is to help the audience understand what you are saying, not to present your information in record time.

Speak the way you talk

Speak as you do in casual conversation with someone you respect. Expecting perfection is unrealistic and only leads to tension. The audience is interested in your speech, not your speaking.

Ask for advice and evaluation

For most people, careful organization and a conversational style add up to a good speech. A few speakers, however, have idiosyncrasies that distract an audience. Solicit frank criticism from someone you trust, focusing on what might have prevented you from accomplishing your objective. Usually people can correct problems themselves once they are aware of them.

## **A Game Plan That Works**

To be a successful speaker, with winning communication, you need a GAME PLAN. Even more important, you need an OUTLINE, a game plan that works. Consider this sequence for organizing your next important communication.

1. Define your objective.

Complete this statement, "At the end of my communication, the audience will . . . ." What is it that the audience will think, believe, say, or do when you finish talking? A one sentence objective statement works best.

2. Write your conclusion.

You can polish your conclusion later.

3. Prepare your audience analysis.

Who is in your audience? What do they know about your subject? What don't they know? What would they like to know? Emphasize as many new ideas, as much new information and several new ways to see old information.

4. Organize your communication.

Think only of your objective statement. List the points you would make if you had unlimited time to speak. List as many points as you can. Forget the audience for now. Preferably, set your list aside for a day or so and add other points as they come to mind.

After you're satisfied you have a complete list of points, come back and prioritize. This time think of your audience analysis. If you had 20 points, rank them 1 through 20. Then, select the main points which will best fit your audience analysis, your objective statement, and your time frame.

5. Write your introduction.

Get the audience's attention. Tell 'em what you're gonna tell 'em.

6. Title your presentation

Other communications don't require a title.

7. Deliver your communication.

Give your communication from your outline directly for formal presentation or write a script. Whatever decision you make, practice, practice, practice on video before you communicate your message. You determine the amount of time you practice on video by the importance of your objective to the company and the effect the objective has on your job results.

You will benefit personally by using this sequence. An outline is easier to write than a script. Since an outline is easier, you can get started earlier in preparing your presentation. Getting started is half the battle.

An outline helps you clearly define the specific objective of your communication. It helps you focus attention on your purpose. An outline helps you think of the listener with your audience analysis. Remember, the audience is asking the question, "What's in it for me?"

The outline gives you a structure to organize your thinking. It will make it easier for the audience to not only hear, but to understand what you are saying.

## **Checklist For Effective Speechmaking**

1. Use diaphragmatic breathing.

Deep breathing relaxes the body while providing good support for the voice.

2. Keep your head erect.

Decrease tension on the vocal cords by keeping your head erect at a normal eye level.

3. Beware lazy lips.

Poor lip articulation can cause you to mumble and consequently be a poor communicator.

4. Use a variety of vocal notes.

Monotones result when the speaker uses only one or two vocal tones. This is very boring to the listener's ear.

5. Conversational quality is important.

Always talk with rather than at your audience.

6. Use eye contact.

Eye contact with the audience is necessary for credibility and sincerity.

7. Number all note cards.

Always number your note cards so that if they get mixed up they can easily be put back in order.

8. Keep arms at your side.

Don't allow your hands to play with your note cards or jangle coins in your pockets.

9. Stand up straight.

Never slouch on the podium, but rather stand evenly on your two feet.

10. Never plan gestures.

Let all gestures arise spontaneously out of your involvement with your material.

11. Use facial expressions.

Allow your face to reflect what your mouth is saying.

12. Smile.

Make sure your face is pleasant to look at by avoiding expressions of pain or fear.

13. Avoid misusing the voice.

Never misuse your voice by shouting, cheering or singing uncontrollably prior to public speaking.

## **Selecting the Topic**

1. Ensure interest.

Select a topic that interests you. You will be spending a great deal of time with the selection, and you may as well enjoy the topic.

2. Pinpoint the ideas.

Make sure you are presenting one main idea in your report. An attempt to cover too much may lead to an incomplete treatment of any topic.

3. Understand assignment.

Make certain you know all the expectations of the given assignment. Feel free to ask questions for clarification.

4. Define purpose.

Decide whether you are writing to explain, defend a viewpoint, entertain, or inform. This will help to direct your research efforts.

5. List questions.

Prepare a preliminary list of questions that you intend to research before going to the library. This saves time and directs research.

6. Survey resources.

Before making a final decision about your topic, survey the available resources to make certain that at least five good sources are available.

7. Don't forget cross-references.

Be certain to examine all cross-references during your preliminary library visit. Often, these references contain a wealth of fine materials.

8. Know your audience.

Be aware of your audience. This awareness will make a difference in how you write your paper.

9. Remember time and space.

Always keep time limits and space limits in mind when deciding about your paper. These considerations may help limit your topic.

10. Keep topic specific.

Make certain that your topic selection can be researched thoroughly.

11. Maintain positive attitude.

Know that you are doing a fine job and that you will present the topic in the best possible fashion.

12. Verify Topic.

After your preliminary research, it is a good idea to discuss your findings briefly with someone with better knowledge before utilizing the information.

For additional information on Selecting Your Topic.

### **Checklist for the Development of Ideas**

1. Be a good observer.

Keep your eyes and ears open to what is going on around you.

2. Let your mind play with ideas.

Play with ideas by letting them bounce around in your mind in a nonsensical way.

3. Don't be critical during ideation.

Be sure not to discard any ideas too soon.

4. Piggyback off others.

Listen to the people around you and use their ideas to stimulate ideas of your own.

5. Be fluent.

Remember that the more ideas you generate, the more probable it is that one of them will be a good idea.

6. Be open-minded.

Don't allow narrow thinking to stop the development of your ideas.

7. Daydream.

Set aside time during the day to exercise your imagination by daydreaming.

8. Know when to relax.

When ideas are stale, get away from them by relaxing via tennis, biking, reading, etc.

9. Keep a notebook of ideas.

Be sure to keep a small notebook handy at all times in which to record ideas so that you don't forget them.

10. Manipulate old ideas.

Come up with new ideas by taking old ideas and changing them. Change can occur when things are added, subtracted, magnified, minified, turned upside down, and pulled apart.

11. Take risks.

Have the courage to take risks by adopting new ideas and following new courses of action.

12. Be curious.

Don't be afraid to follow our curiosity by investigating things that interest you.

### **How to Make Your Speech Titles Talk**

Perhaps the most neglected part of any speech is the title. A real good title can make listeners say, "I'd like to hear the speech." A poor title can make them say, "That Speech doesn't sound promising." A catchy, clever title is the greatest asset for a speaker. It is like a bright light that blinks, "LISTEN TO ME. Or as they say in the navy, "Now Hear This". A title should grab attention, awaken interest, arouse curiosity, or stimulate feelings.

Use words such as You or Your. Why would listeners respond to these words? Because they denote one-to-one personal relationships between the listeners and the speaker. They ensure listener identification. By using you and your, which address the listener directly, the speaker implies that the speech is tailor-made for the listener.

Use other influential words such as How to, Secret, Magic, Power, and Miracle. These words act like a huge magnet. They signal inside information and expertise.

Use a number in your title. This is an effective device because then the title will say to the listener, "Follow this number of steps and you will obtain all of the many advantages listed." The use of a set of numbers in the title will help listeners outline their thoughts.

Ask a Question A question is an method of involvement. The question title will arouse the curiosity of the listener, provoke a desire for answers, and propel the listener into the body of the speech to find the correct answers. Also, the question mark which looks lie an inverted hook, truly hooks the interests of the listeners.

Use the word New in your title. People are interested in new methods and any solutions to problems that improve or make their lives easier. Also, they are interested in knowing several of the latest developments to avoid being the last to found out or being ignorant.

Combine two or more of the techniques into one title. If each technique is very effective by itself, a combination will definitely be one sure-fire winner. Effective titles talk to your audience before you even say a word. For your next speech, try one or more of these techniques to make "Your Title Talk".

### **Overcoming the Fear of Public Speaking**

**Be Prepared**

Start writing your speech early so that you have time to be thoroughly prepared.

**Practice before a live audience**

Ask your spouse, friends, parents, brothers and sisters, and co-workers to listen to your speech before you officially give it.

Tape your speech and play it back

Evaluate yourself by taping your speech ahead of time and listening to it for logical flow.

Get a good night's sleep

A good night's sleep makes you feel good and confident.

Practice in the very room you will be using

Unfamiliarity breeds tension. Always try to practice your speech in the same environment in which you will give the speech.

Relax prior to speaking

Listen to music or do relaxation exercises to release tension that may build up prior to speaking.

Concentrate on your message

Don't think about yourself or your appearance. Only think about the words you are saying.

Breathe deeply

Diaphragmatic breathing relaxes the whole body.

Find responsive faces in the audience

Use eye contact on those audience members who seem attentive and friendly.

Use bodily action to relieve tension

Gestures can release tension that builds up as you speech proceeds.

Be positive

Know that you are doing the very best job that you can do. Be proud of it.

Smile

A smile can make an anxious moment become friendly.

### **How to Turn Off Nervous Thoughts**

How often have you been driven bananas by nervous thoughts before, during and sometimes after speeches? Each time you consciously try to stop them, they come back louder than before. Hopeless, right? WRONG!

There are things you can do. Dr. James Taylor came up with a techniques called stop - think. Developed for persons plagued by thoughts they felt they couldn't control, Dr. Taylor merely sat the person down and asked him or her to let that "nervous tape recording" play. Then, without warning, he yelled "Stop That!" at the top of his voice. The person, stunned by this surprising behavior, reacted by stopping the thought. And once it was demonstrated that the thought can be turned off, the person learns it is he or she alone who decides what creatures may enter your mental landscape and how long

they may stay. Then it becomes merely a question of practicing stopping.

Thought substitution is another technique that can be used along with stop-think to introduce change in nervous thinking. You can practice it whenever you find yourself slipping into nervous cul-de-sacs. It involves stopping the first thought, then replacing it with a positive one. Indulge in a pleasurable fantasy instead of dwelling on the gloomy side of what may happen. And don't stop to argue that it won't work, or wonder if it's really that simple. Spend your energy practicing instead.

If stopping nervous thoughts seems impossible to accomplish without some help, be assured that not only can you do it, but you will never be without support if you will only listen to your "inner teacher".

### **Exercises to Relax and Help Breathing**

Here are a few ideas to consider before giving a speech

Yawn and stretch with as many parts of your body as you can. Open your mouth wide as you yawn.

Alignment is essential. Place your feet parallel with the weight balanced between toes and heels. The feet should be directly under the pelvis. Tuck in the buttocks, draw the abdomen up and in. Imagine an eye hook in the top of your head attached to a cord in the ceiling. This lengthens the spine. Your shoulders should be down and relaxed and your feet grounded to the floor. Feel long but relaxed. This position gives plenty of room for your lungs and diaphragm and also presents a positive self-image.

Still standing aligned, breathe in through your nose and out through you mouth. Close your eyes. Relax on each exhale. Breathe from your diaphragm so that the breath movement takes place in the abdomen, not in the chest.

#### Neck Stretch

Chin Down - on you next exhale, let your chin come down toward your chest, keeping the rest of your body aligned. Do these for two exhales.

Neck Swings - leaving your chin down, move in gentle neck swings from right to left. Exhale each time you swing left. Do six times.

Over Shoulders - slowly lift your head back to upright and look over your right shoulder. Stay for two exhales.

Now do it on the left side.

Side to side - slowly and smoothly switch to right, exhale. Inhale as you turn to the left. Repeat six times.

## Back Stretch

Clasp your hands behind your back and raise your arms as high as possible. Push your shoulder blades together and hold for two exhales.

Clasp your hands overhead. With straight arms, bring them as far behind your head as you can. Hold for two exhales.

Side Stretch - Place your right arm over your head toward the left shoulder. Hold for two exhales. Place the left arm over the head toward the right. Do two exhales. (do not bounce)

Shake Out - Shake your arms, then shoulders and other parts of the body until the muscles feel slightly warm. Stop and stand aligned. Relax.

Press Walk - Roll onto the ball of your right foot, bending right knee slightly. Switch and roll on the left foot. Alternate as in walking in place but keep your toes on the floor. Pick up the rhythm with arms swinging freely. Think positive thoughts.

Close your eyes and relax on each exhale two times. Open your eyes and see the space around you fully. Always remember to breathe from the DIAPHRAGM and ALIGN your body. Remember that your posture and body movement is physically connected to our breath and voice. Your body posture and movement effect people's interpretation of what you are saying. They effect your own self-image and your mental attitude.

## **How to Receive a Proper Introduction**

Many speakers receive very poor introductions. However, in a situation such as this, it is the responsibility of the Speaker to provide the introduction. While newer speakers may feel this is egocentric, you will be doing a service to you, the audience and the introducer. You should always determine who is going to introduce you and when he or she is going to do so. Spend a few minutes with that person to answer any questions and choreograph the introduction. You should provide either a biographical sketch (tailored for your speech and this audience) or a written introduction, or both. This depends on your faith in the introducer and his or her experience level.

### Biographical sketch

A biographical sketch should contain information that the introducer may select to establish select to establish your credibility with the audience. It should contain some general information. But also provide specific information applicable to the selected subject and of interest to the audience.

### Written Introduction

A written introduction should answer three questions for the audience.

Why This Subject?

Why This Group?

Why This Speaker?

Decide into which category your speech or presentation is to fall and ensure you meet that need.

## **How to Open a Presentation**

### AROUSE INTEREST

Project your enthusiasm and interest with vitality and intensity.

### ORIENT THE AUDIENCE

Tell them what you're going to tell them. Lay the ground work for your presentation.

Review events leading up to current situation.

Explain Key Terms.

Establish a "common ground" with your audience.

### DIRECT ATTENTION

What are the main questions that must be answered?

Why are they urgent?

What is the first question?

### REVEAL YOURSELF

In general, let the audience know at outset who you are, your attitude and conviction toward the subject, and your confidence in handling it.

They should feel your desire to put your ideas across to them.

### APPEARANCE

Posture - does it command attention without being stiff?

Gestures - be aware of the movements you make with your hands and your head, do they give point and meaning to what you are saying?

Facial Expressions - dead or alive?

Eye Contact - are you looking at individuals members of the audience?

Movement of the body - do your changes of body position have a communications purpose?

## VOICE

Enunciation - do you speak clearly, or do you tend to slur certain sounds?

Speed, pace - Fluent or halting? Rapid? Slow? How about the timing of pauses?

Tone - does your voice convey excitement, enthusiasm, seriousness, etc.?

Diction - are you using precise words to convey your thoughts?

## CONTACT

In general, are you in touch with the audience? Have you established rapport sufficient to help carry the thrust of your thoughts?

### NOTE:

Keeping these points in mind, you might try watching a televised presentation with the sound turned off to see how effectively the speaker communicates without the voice. Then try listening without the picture. Does the voice dramatize the message?

## **How to Effectively Utilize Your Body Language**

Research has shown that over one-half of all human communications takes place on a non-verbal level. Each of us has at one time or another made a non-verbal statement which was understood completely by another person. A clenched fist and a smile would be two examples. Let's take a closer look at what you can do to make the most of your body language in everyday communications.

### Ways to Make Your Body Speak Effectively

First, rid yourself of distracting mannerisms. Each of us is familiar with speakers who tap the lectern as they talk. After a period of time the tapping becomes the main point of concern rather than what the speaker is saying. Rattling coins in a pocket or doing things with a person's hair are other examples of distracting mannerisms. These mannerisms tend to take away from the main thoughts of a speech and focus attention on the distracting mannerisms instead of on the speech.

Be natural, spontaneous, conversational. Peaking today gets away from the oratory of past years and can best be described as enlarged conversation. What you need to do is to naturally, spontaneously, and conversationally talk with your audience.

Let your body mirror your feelings. Be natural, be relaxed. Try not to be strained or stiff.

Lastly, use your Toastmasters club as a learning laboratory. Anyone giving a speech can have someone evaluate them and look at their body language as they talk to see if it conveys the meaning they want.

### Your Speaking Posture

For correct speaking posture, stand straight but not rigid with your feet about six to twelve inches apart and one foot slightly ahead of the other. Balance your weight evenly on the balls of your feet and lean forward just a little. Your knees should be straight but not locked. Relax your shoulders but don't let them go. Keep your chest up and your stomach in.

Your head should be erect with your chin up, but not uncomfortably so. Let your arms hang naturally at your sides, your fingers slightly curled. It's not going to be natural for you, when you first step to the lectern, to try to start positioning your feet and determining if one foot is ahead of the others and if you are balanced and so forth. But you know what a natural position would be, one that would reflect your feeling and would be comfortable to you and the audience, and this is the type of position that you ought to assume. The one thing that most people need to look out for is to not to lean on the lectern. That seems to be the biggest error that people can have as far as speaking posture.

### Gestures

Respond naturally to what you think, feel and say.

Create the conditions for gesturing - not the gesture.

Suit the action to the word and the occasion.

Make your gestures convincing.

Make your gestures smooth and well timed.

Make natural, spontaneous gesturing a habit.

Mostly, what is suggested is to do what's natural for you. If you are a very animated person and you like to gesture, by all means do it. If you're not, don't force your gestures. You should have some gesturing in your talk but nothing that you don't feel natural with.

### Body Movement

Never move without a reason. If you don't have a reason to move, stay where you are. You can use body movement for emphasis, particularly if you are on a stage talking to people. If you move forward, you're trying to get their attention. If you move backward, you have completed that point and you're ready to move to something else. And to move sideways if you're in a transition period; such as going from the introduction to the body. But don't move just for the sake of moving. This gets back to distracting mannerisms which take the emphasis away from your speech and to your body movement. Also, if you have audio-visual aids, you can use these aids as a means to move back and forth from the lectern to the audio-visual aid.

### Facial Expressions

Remove unneeded expressions. Try to look friendly. Remember, your audience will mirror your expressions, so if you smile, they will smile; if you look worried, they will become worried.

### Eye Contact

The best thing is to know your material. If you know your material, you won't have to look down to read it, to look at notes, or to look at a written manuscript. Establish a personal bond with each listener; try to make contact with each person in the audience. Establish eye contact, then move on to someone else. Don't maintain the contact too long or you'll make that person uncomfortable, but try to make some eye contact with each person in the audience. Lastly, use your eye contact to monitor visual feedback. You can tell if the audience is getting bored or distracted, and as a result you may have to change your method of delivery; or if they have a quizzical look you may have to go back and explain or restate part of your speech.

### How to Make a Good First Impression

First, a general rule of thumb is that you should dress as well as the best dressed person in the audience. That way you are not over dressed or underdressed. Prior to your tie to talk take an interest in the meeting, and not be reviewing your notes. You should be prepared enough that you don't have to do that. It's a distraction to the audience if you're not paying attention to the meeting. Begin your speech talking in enlarged conversation to the audience and keeping eye contact. This will help to make a good first impression as to get their attention at the start.

So, for good body language you should be yourself, do what's natural for you, make eye contact, and use enlarged conversation to talk to your audience.

### **Effective Use of Overheads**

1. Limit each visual to one idea. If the topic is complex, consider using overlays to build a concept or present a complicated issue.

2. Keep visuals simple. Remember the six-by-six rule: No more than six lines per transparency, no more than six words on a line. Use active words and short phrases.
3. Use 18 point type (quarter-inch high letters) or larger. Type should be non-ornamental, easy to read, and kept within a centered 8 by 10 inch box to allow for framing on the projector stand.
4. Don't use more than two type styles on any single visual. Use the same typeface for a series. Mix upper-case letters for readability, with occasional use of all caps for contrast or headings.
5. Use tinted film to reduce lamp glare; add colored markings for realism and emphasis. Tints can be used for a series on one topic, but use only two or three colors per transparency. Too many colors make it difficult for the eye to focus on important parts of the overhead.
6. Don't mix horizontal and vertical formats or use vertical lettering. Many experts suggest using horizontal formats (just as in 35mm slides) exclusively for maximum visibility.
7. Position material on the upper part of your transparency. Your audience can see the top of the screen better than the bottom.
8. Don't number items unless the rank order is germane. Use check marks, bullets, boxes and arrows.
9. Turn the projector lamp off during discussions to focus the participants' interest and attention. Keep blank sheets of film nearby for ad libbing and don't be afraid to add marginal comments to your transparencies during the presentation.
10. Before giving the presentation, view your overheads from all angles, especially the sides and back of the room, to ensure they'll be clearly read and understood by everyone.

### **How to Get the Audience Response You Want**

Begin by writing a few short statements about the response you hope to generate from the audience. This can be determined by analyzing the purpose of your speech or presentation from two perspectives.

The General Purpose:

To interest or amuse the audience.

To inform or teach the audience.

To stimulate or impress the audience.

To convince or persuade the audience.

Decide into which category your speech or presentation is to fall and ensure you meet that need.

The Specific Purpose:

Think of the specific purpose variously as the main idea or central thought of your speech; the point you wish to make; what you want the audience to carry away with them; or the special angle to your approach.

Make sure your specific purpose contains one thought and only one thought, is simple, easily understood, easily remembered, and calculated to arouse interest.