

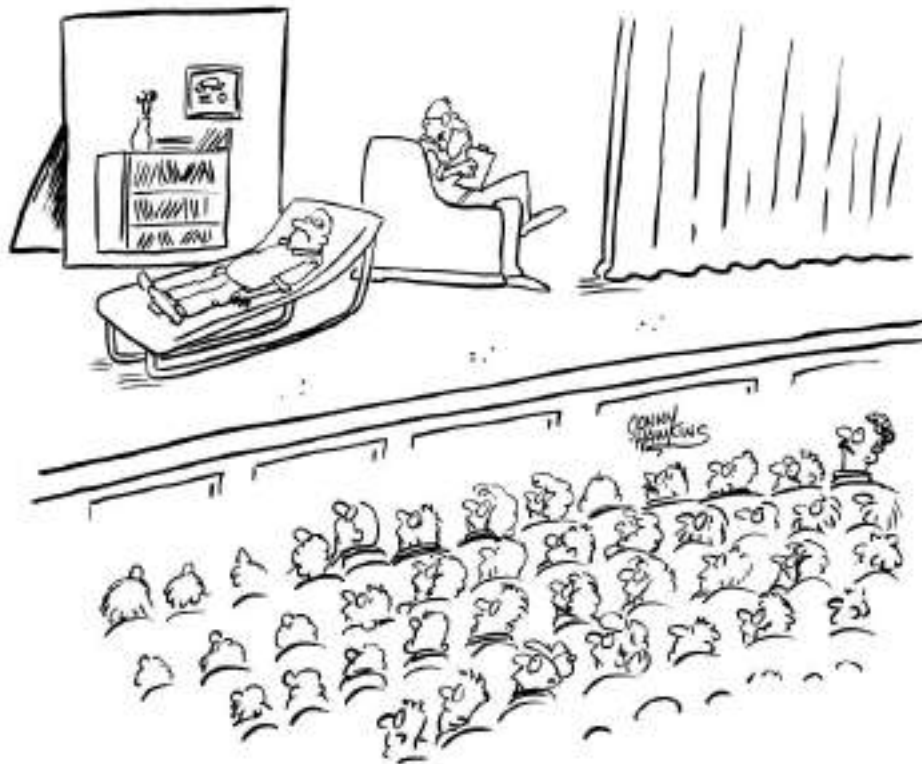
***PUBLIC SPEAKING MASTER CLASS:
Think Smart, Feel Smart!***

Dr. Joseph Agius

Workbook

Name:

Date:



"Now, tell us more about your fear of speaking in front of an audience."

Aims and Objectives

Public Speaking – Connecting People

Use this workbook to capture your own notes from this workshop. Your trainer, Joseph, will also point you to certain pages to complete various exercises.

It's your copy to take away so please feel free to make whatever notes you like.

According to most studies, people's number one fear is public speaking and number two is death. This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy according to comedian Jerry Seinfeld. The **Aims** of this workshop are mainly to help you deal with the fear of speaking and focus on effective public speaking. It shows you that public speaking is fun and easy.

The **Outline** of the workshop:

- Communication and Perception!
- Befriending the butterflies
- Thou shalt not be Monotonous
- The Art of ... Delivering a Speech!
- Speech Writing
- The Use of Humor in Presentations

The only way to master public speaking is to do it! Practice makes perfect, and there is no better practice than to be in the spotlight, microphone in hand, expectant audience listening to your every word.

ABOUT THE TRAINER

Dr. JOSEPH G. AGIUS, M.Sc. (Dublin), Ed.D. (Sheffield), is a European Fluency Specialist and Speech Language Pathologist with special interest in fluency disorders and humour research. He holds a Master of Science degree in Clinical Speech and Language Studies from Trinity College, University of Dublin and a Doctor of Education degree from the University of Sheffield. As partner expert nominated by the University of Malta, Dr. Agius collaborates with experts from fifteen European Universities on the development and delivery of the '*European Clinical Specialization Course in Fluency Disorders*'. He has an extensive background in training, lecturing, evaluation, and programme management. Dr. Agius has experience working with diverse populations around Europe helping to develop skills in communication, leadership and public speaking, and conflict management. He is Advanced Practitioner at the Speech Language Department, Ministry of Health, Government of Malta. Dr. Agius is Editorial Consultant for the *Journal of Fluency Disorders* and reviewer for the *International Journal of Language and Communication Disorders*. Visiting senior lecturer at the University of Malta he lectures on '*Fluency Disorders*', '*Language and Psychiatry*', '*Public Speaking*' and '*Legal and Ethical Issues*'. He is a member on the Fluency Committee of the International Association of Logopedics and Phoniatrics (IALP). He is author of the award winning iOS application '*Fluency SIS*' - Smart Intervention Strategy for school age children who stutter and is advising expert of the European Thematic Network POSCON- Positive Online Content and Services to Children in Europe. Dr. Agius has been a state-appointed family mediator since the very inception of the Family Court in 2003 and Civil and Commercial Mediator in 2008.

Contact Information

***Dr Joseph Agius,
B.A., M.Sc. (Dublin), EdD (Sheffield)***

***Phone: (356) 21 380429
Mobile: (356) 99420948***

***E mail address: joseph.g.agius@um.edu.mt
www.ecsf.eu***

CONTENTS

SESSION ONE

GRABBING YOUR ATTENTION (PERSONAL NOTE TO YOU)
BEFRIENDING THE BUTTERFLIES
GETTING INTIMATE WITH ...COMMUNICATION AND PERCEPTION
PRESENTING TO PEOPLE NOT TO CLONES

SESSION TWO

SPEECH WRITING
THOU SHALT NOT BE MONOTONOUS
BEEFING UP THE SPEECH
THE ART OF... DELIVERING A SPEECH
GOTHCHA! ... IMPROMPTU SPEAKING
LOVE 'EM OR HATE 'EM....INTERVIEWS

RE-VISIT THE SECRETS OF PUBLIC SPEAKING
USE OF HUMOUR IN PUBLIC SPEAKING
ANALYZING THE SPEECH
PRACTICE, PRACTICE, PRACTICE
AND FINAL THOUGHTS

SESSION ONE

- Personal Note to You
- Befriending the Butterflies
- Getting Intimate with Communication ...and Perception
- Presenting to People not Clones

'Let your smile change the world, but don't let the world change your smile'.

GRABBING YOUR ATTENTION

Personal Note to You

Welcome to 'Public Speaking: Connecting People! The purpose of this course is to help you overcome the fear of public speaking while leading you to have fun and enjoy the art of speaking. I want you to gain an interest in being an effective communicator and experience a permanent shift in thinking that you speak confidently in most speaking situations. It will also help you deal and communicate better with relatives, colleagues and other professionals.

This course is merely the first step. Hopefully, you will take many more steps that will lead to confidence in yourself as a public speaker. Confidence comes with experience, and experience comes with time and effort. You must have the proper attitude, motivation, and desire to be the best at what you do. Do not be afraid to give of yourself, come up short and try again. That is the only way you will progress. I strongly believe that passion and determination are the keys to your success.

To this end I wish you success.

Joseph

Exercise 1

Identify those issues which are holding you back in public speaking situations. List your most public speaking fears that you would like to eliminate:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

*'Believe in yourself. If
you don't, who will?'*

ICE-BREAKER

NAME:

ONE THING YOU LIKE:

ONE THING YOU DO NOT LIKE:

WHO MAKES YOU LAUGH?

Exercise 2

WHAT ARE YOUR BEST HOPES FOR THE COURSE?

What are you thinking just before we start the lesson?

BEFRIENDING THE BUTTERFLIES

A certain amount of stage fright is useful!

It is nature's way of preparing us to meet unusual challenges in our environment. Your body becomes alert to external stimuli and gets ready to go into action. If these physiological preparations are held within limits, you will be capable of thinking faster, talk more fluent, and generally speaking with greater intensity than under normal circumstances.

Many professional speakers never completely lose all stage fright.

Speakers who say they are '*cool as a cucumber*' at all times are usually as thick-skinned as a cucumber and about as inspiring as a cucumber.

Dale Carnegie

STAGE FRIGHT IS GOOD AND MAKES YOU BETTER LOOKING TOO!

Stage fright is a phenomenon that you must learn to control. Actually, stage fright isn't the most accurate term for the nervousness that occurs when considering a speaking engagement. In fact, most of the fear occurs before you step on-stage. Once you're up there, it usually goes away. Try to think of stage fright in a positive way. Fear is your friend. It makes your reflexes sharper. It heightens your energy, adds a sparkle to your eye, and color to your cheeks. When you are nervous about speaking you are more conscious of your posture and breathing. With all those good side effects you will actually look healthier and more physically attractive.

Many of the top performers in the world get stage fright so you are in good company. Stage fright may come and go or diminish, but it usually does not vanish permanently. You must concentrate on getting the feeling out in the open, into perspective and under control.

Remember **Nobody** ever died from stage fright. But, according to surveys, many people would rather die than give a speech. If that applies to you, try out some of the strategies in this section to help get yourself under control. Realize that you may never overcome stage fright, but you can learn to control it, and use it to your advantage.

Antion, T. (2007)

Symptoms of Stage fright

- Dry mouth.
- Cold hands.
- Fast pulse.
- Tight throat.
- Shaky hands.
- Shaky knees.
- Sweaty hands.
- Nausea.
- Trembling lips.



A Friendly Conversation

So here's what to do to discover this freedom for yourself. From this moment on, never again should you think in terms of giving a speech, or, heaven forbid, a lecture! Instead, your mental approach will be: "I'm going to relax and enjoy a friendly conversation with these people." This one simple step will have a calming effect on your listeners and have them saying to themselves, "I feel comfortable with this person because he is talking to me personally". They'll recognise something engaging about your presentation they can't quite put their finger on. You've probably been a part of an audience and experienced these

(Smale, 2008)

PRESENTING TO PEOPLE NOT TO CLONES

Principles of Adult Education

What is Your Learning Style?

Imaginative Learner

Analytic Learner

Common Sense Learner

Dynamic Learner



What is Your Learning Style?

Imaginative Learners perceive information concretely and process it reflectively. If this describes you, it's because you like bringing your own experience to a learning task. You learn by listening to others and discussing ideas. You are 'imaginative' because of your aptitude for divergent thinking, brainstorming and seeing things from many perspectives. Your favorite question is 'Why?' and you love to challenge the underlying assumptions of anything you are learning.

Analytic Learners perceive information abstractly and process it reflectively. If this describes you, then you probably feel at home with a good ol' lecture. You want to know what the experts think. You have an aptitude for thinking through facts and coming up with new improved theories. Your favorite question is 'What?' in your quest for knowledge and ideas.

Common Sense Learners perceive information abstractly and process it actively. If you relate to this, it's because you learn best by problem solving. You like to be given only the basic facts in order to get on with applying them to specific problems or situations. Your favorite question is 'How does this work?' which is in keeping with your high regards for pragmatism.

Dynamic Learners receive information concretely and process it actively. If this is you, then you learn best by trial and error. You prefer to discover things for yourself and are not afraid to take risks. Even though you haven't read all the facts, you often reach the right conclusion anyway. Your favorite question is 'What if?' as you look beyond the information at hand to search for unexplored possibilities.

Exercise 3

Prepare an outline of a presentation section on any theme of your choice using the **4 I's** - **Introduce, Inform, Involve** and **Individualize**.

THEME:

INTRODUCE

INFORM

INVOLVE

INDIVIDUALIZE

GETTING INTIMATE WITH ...COMMUNICATION AND PERCEPTION

Exercise 4

WHY IMPROVE COMMUNICATION?

Why Improve Communication?

Distortion: This is where our brain sees or hears something that confuses it. Some people may see or hear one thing and others may see something else. Only when we apply something called our distortion filter do we see or hear both things.

Deletion: This is where our brain deletes things that it see's or hears that it feels it doesn't need.

Finally: **Generalization:** This is where our brain will simply generalize things.

Brainstorm what you could do to reduce the amount of Distortion, Deletion and generalisation that takes place.

To reduce Distortion

- Clear Descriptions – don't leave things open to interpretation
- Clear methodical instructions
- Bullet point key points, don't mix key information into large paragraphs

To reduce Deletion

- Highlight key points, or bullet point
- Summarise information
- Question to check understanding

To reduce Generalisation

- Describe how what you are saying differs to the norm
- Provide clear methodical instructions
- Question to check understanding.

When we communicate with people, we need to take into account that these things will occur. They are the things within us that control our perceptions of things and take on board information.

When we communicate with others, we need to ensure that we do what we can to reduce the amount of distortion, deletion and generalisation that occurs in the other person.

BE YOURSELF- SWITCH 'ON' YOUR CONFIDENCE!

You Have The Power to Go for Anything You Want!

- ✓ **DISCOVER YOUR PASSION**
- ✓ **USE SELF DISCLOSURE**

If you want to influence people, use the stories that are the turning points for you and bring them to your audience.

***Glenna Salisbury,
former President of the National Speakers Association of America***

Exercise 5

NAME

BEST JOB – WORST JOB AND WHY?

BEST HOLIDAY – WORST HOLIDAY AND WHY?

What is your greatest achievement to date and why?

What is the hardest thing that you ever had to work for?

How do you see the next 5 years of your career progressing?

SESSION TWO

- Thou Shalt not be Monotonous
- Beefing up the speech

‘Sometimes shifting your perspective is more powerful than being smart’ – Astro Teller

THOU SHALT NOT BE MONOTONOUS

- Humanizing Technical Information
- Know and Involve Your Audience
- Decide which type of talk, or combination of types, you’re going to give: *to inform, to persuade, to motivate, to entertain*
- Create Mystery
- Hit Them with a Thought-Provoking Statement
- Ego boost the Audience
- It’s **all** in the Title!
- Call on the Great Thinkers of the World to Back Your Point of View

Quoting Steve Martin: '**Everything you hear, see, experience, is usable**'.

Always keep on the lookout for stories. Keep a notebook with personal stories which you can use in your presentations.

BEEFING UP THE SPEECH

Introductions:

Which is the most engaging start to a speech? What is similar in how each speaker starts? Which is the hardest speech to stop watching after 60 seconds?

- [Seth Godin](#) Blogger and Author
- [Jeff Bezos](#) Founder of Amazon
- [Steve Jobs](#) Founder of Apple
- [JJ Abrams](#) Creator of Lost
- [Elizabeth Gilbert](#) Author "Eat, Pray, Love"

Which is the single most engaging speech, the one that is hardest to stop watching after 60 seconds. Why? What did the speaker do a) with words b) with facial expression c) with voice changes?

(Conor Neill, 2013)



- The Art of ...Delivering a Speech
- Gotcha!Impromptu Speaking
- Love 'Em or Hate 'em...Interviews

'Different is better than better'

THE ART OF... DELIVERING A SPEECH

Exercise 6

- Think of a person who is an effective communicator
- *What can this person do to make him/her able to communicate effectively?*

Exercise 6 A

- **Watch 'Uncovered: Body Language Secrets 2017' Sky News.**

Communication

LACK OF COMMUNICATION A major source of conflict and misunderstanding.

COMMUNICATION - Never simply a matter of words!

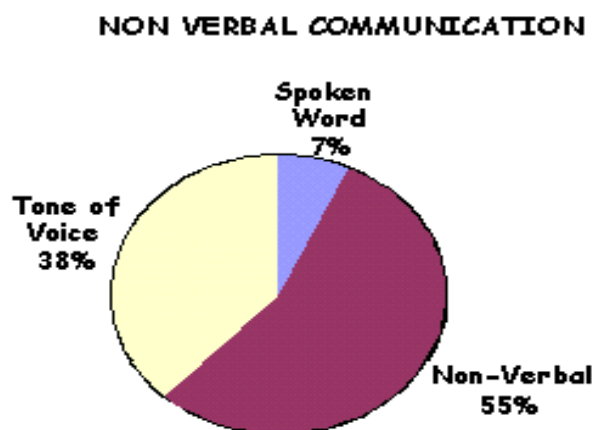
One of the key skills to being assertive is to understand how your body language may appear to others.

A piece of work by Dr Albert Mehrabian describes that effective human communication is made of three parts. Mehrabian describes communication being made up of:

- Voice
- Words
- Body Language.

He also described these as a percentage.

Communication %: 55% Gestures and Body Language; 38% Tone of Voice; 7% Words



Comments on Communication:

GOTHCHA! ... IMPROMPTU SPEAKING

1. Being unexpectedly asked to say a few words can happen anytime you're in a group of people, but rarely when you aren't perfectly qualified and prepared to comply.
2. 'A few words' is literally all that's wanted from you, so you only have to speak for a minute or two to fulfill your obligation.
3. The expectations of the audience in these circumstances aren't very high, so there isn't a lot of pressure on you.
4. All impromptu speaking requirements can be met by telling a story or making a single point. Just ask yourself, 'What can I say about this person or this topic?' and then expand on the first thing that comes to mind.
5. Anytime you're going to be in a situation where there's even the remotest chance of having to say a few words, give some thought to what you will say if asked.

Lyman MacInnis, 2006

'Do's' and 'Don'ts' in the art of impromptu speaking

Do's

- ✓ Take charge. Wait just a moment until you have everyone's attention. Then begin.
- ✓ Choose your opening carefully, building upon the remarks of others if possible, and then moving along to your theme and the one or two points that will support it.
- ✓ Try to speak in a logical sequence, developing your theme chronologically (such as past, present, and future prospects), spatially or geographically, or by component parts.
- ✓ Search out any points of conflict or uncertainty, and try to resolve them.

- ✓ Define terms or make explanations when necessary. Be sure that as you detail information, you indicate its relationship to points already raised.
- ✓ Choose your language carefully. This will give you time to think of what to say, and will help you relax.
- ✓ Relate ideas to the experience of the individuals in the group.
- ✓ Be prepared to alter or adapt your remarks and be alert and pay attention to smiles and frowns.
- ✓ Try to approach the situation in the same spirit as you would a conversation with a group of friends.

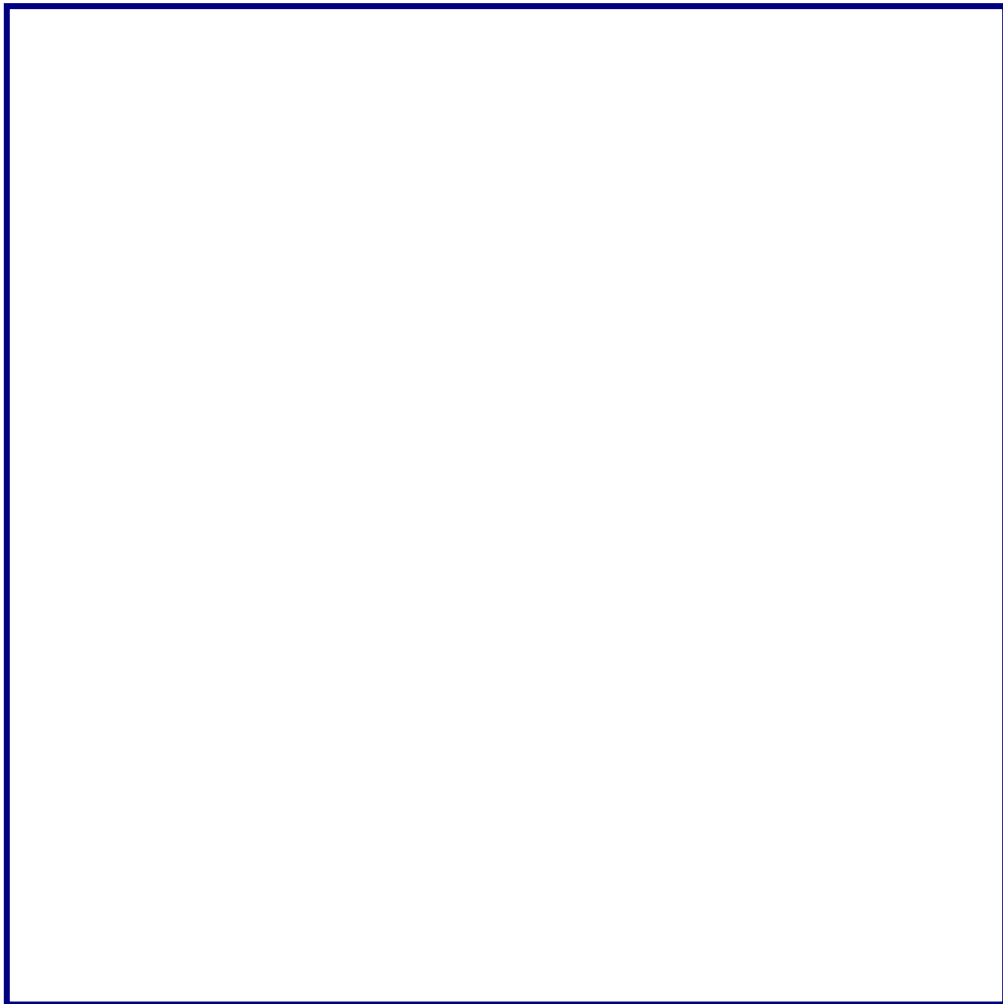
Don'ts

- ✓ Don't try to cover everything you know about a topic. Your remarks should be simple, brief, and direct- not exhaustive.
- ✓ Don't be unnecessarily complex or controversial.
- ✓ Don't apologize for your lack of preparation, and complaint that you didn't expect to give a speech.
- ✓ Don't think you have to be witty or humorous in order to get and hold the audience's attention.
- ✓ Don't repeat yourself needlessly, wander aimlessly from point to point, or stay on one point too long.
- ✓ Don't assume everyone understands your jargon.



LOVE 'EM OR HATE 'EM....INTERVIEWS

- ✓ Research about the organization
 - ✓ Be well rested
 - ✓ Clean up social media
 - ✓ Dress for the job
 - ✓ Be punctual
- ✓ Be enthusiastic and passionate as possible
- ✓ Answer questions clearly and concisely
- ✓ Make the organization 'want you'!



- **Presenting Under Pressure- Hostile Audience**

'They told me I was different. The best compliment ever'

PRESENTING UNDER PRESSURE

Hostile audience!

Ask yourself the following questions:

- Why are these people negative and uncooperative?
- What are some of the difficulties they have in understanding your actions or point of view?
- What common ground do you have with these listeners?



- Re-Visit the Secrets of Public Speaking
- Use of Humour in Public Speaking

‘Never allow waiting to become a habit. Live your dreams and take risks. Life is happening now’ – Paulo Coelho

RE-VISIT THE SECRETS OF PUBLIC SPEAKING

BE PREPARED FOR EVERYTHING

Prepare a checklist of your technical equipment and all the bits and pieces you’ll be needing on the day.

Make contingency plans....always have a Plan B...and even Plan C!!

Be prepared to give a shortened version of your talk.



THE USE OF HUMOR

David Nihill, author of '**Do You Talk Funny?**' and founder of '**FunnyBizz Conference**' notes that *'the safest humor involves personal stories because they are guaranteed to be original and can be easily practiced and perfected ... Tell the stories that you already tell around your colleagues, friends and family'*.

Guidelines for humor

- ✓ Responses to introductions should be modest; make gentle fun of yourself; at all costs, avoid seeming pompous and self- important.
- ✓ Don't offend; ethnic jokes are usually in poor taste. But witty humor poking gentle fun at certain groups- accountants, or lawyers, or politicians – is acceptable.
- ✓ Never, never allow yourself to get flustered if a joke falls flat.
- ✓ Good story-tellers don't telegraph their material. Don't say, 'here's a funny story for you ...'
- ✓ Always avoid long and possibly tedious jokes. If one doesn't click, the speaker is in bad shape. Except in rare cases, keep them short.
- ✓ Whenever possible and appropriate, tie in humor with personalities at the event. A simple example would be, 'Your president was telling me about the insurance business all through dinner, and that reminds me...' or, 'I remember a fellow who used to work for me – a big, husky guy with a loud voice- like your chairman...' Or refer to someone in the audience whom you know.
- ✓ When you want to use a joke from, for instance, a magazine, don't just pick up exact words. Study it. Consider how it will sound – not how well it reads. Adapt it for the spoken word.
- ✓ Humor is almost invariably best when you tie it into something of current and immediate interest, such as today's financial news, or a headline in the morning paper, or something that occurred in the course of the program.

- ✓ Always keep the occasion and the group clearly in mind in planning the humor you intend to use. Was there a golf tournament for the group that afternoon? Use golf jokes. What is the significance of the date? Is it a commemorative date? Did some special occasion occur just before the event, or will one soon be forthcoming? Such facts can provide inspiration for uncovering the right material.

Tips on using Humor

- ✓ **Funny stories and anecdotes-** most commonly used at the very beginning of a speech, and are usually meant to put the audience at ease. Humor that's responsive to the introduction- or, sometimes, to the overall circumstances- is always appropriate. Otherwise, however, a humorous opening to a speech should smoothly lead the speaker into the subject at hand.
- ✓ **Humorous stories** should never be read- tell the story- that's one reason why the speaker has to have a sense of humor and enjoy the story; if he doesn't, he may wreck it.

Humorous stories within a speech should always be relevant to whatever is being discussed.

Humor is also commonly used to close a speech- use careful judgment- you don't want to end a very serious speech with a funny story.

- ✓ **Wit-** a speech, like normal conversation, can have plenty of humor without telling jokes. A witty phrase or clever word choice can be most effective. Usually it isn't meant to get a laugh, but it can cause smiles and favorably impress an audience. If you are by nature a witty person, by all means use your talent. Note; this usually requires some acting on your part; proper emphasis and voice control; perhaps actions such as looking up, pausing, and delivering the quip. Important rule; don't try puns! They rarely work in speeches.
- ✓ **What 'day', 'week' or 'month' is it?**
Example: you're addressing a group of public accountants, and you being 'you may be aware that today is lady Godiva day. Inspired by her example, I'm not going to hide anything from you!'"

Public Speaking: Self-Effacing Humor

Self-effacing humor, or making fun of yourself is quite a contrast. It is a very powerful form of humor that gets its strength from highlighting your weaknesses. It seems that people who have the ability to laugh at themselves in just the right amount during a public speaking engagement are perceived as secure, confident, strong, and likeable.

With this type of humor, a little goes a long way. If you overdo it during a public speaking engagement, you will look like a doomsayer who is always putting yourself down. If you can't bring yourself to use any self-effacing humor, you should learn. I must be candid here. Most people hate to deal with a stuffed shirt. Unfortunately, if you can't poke a little fun at yourself, that is the way you are perceived.

I think the reason self-effacing humor works so well is that weak people feel the need to inflate themselves and powerful people don't. If you have the confidence to tease yourself, you are indirectly sending the message to the audience that you are secure and powerful. Most audiences can see right through speakers who are trying to puff themselves up. It turns them off quickly.

The person who is not afraid to tease him or herself is the one who makes the greatest connection with the audience because everyone in the audience has embarrassed themselves or failed at something at one time or the other. If you use self-effacing humor, the audience knows that you, as the presenter, know how it feels to fail. That is a very powerful magnet.

Katharine Rolfe, President of The Lighten Up Club, takes self-effacing humor one step further. She says, 'I call it self-appreciating humor because it conveys a positive appreciation of ourselves as humans who are simply out there doing our best and bumbling along as we go.' Katharine's organization believes the key to a happy life is the ability to laugh at yourself, for then you are never without a source of amusement.

Unless you are a Don Rickles type presenter (known for his hockey puck teasing style of humor), you should never set yourself up as superior to the audience either socially, financially, or intellectually. You want the audience to accept you as one of them. Let them feel superior to you in some way. Your audience would rather hear about the time you fell on your face, rather than the time you won the race.

That is why self-effacing humor is great during speaking engagements. The audience likes the fact that you openly admit your weaknesses. They laugh, but they still respect you because you are self-confident enough to joke about yourself.

There are any number of things you can tease yourself about. Your physical appearance is good if you are especially tall, or short or fat or bald. Just make sure that the physical appearance is obvious to the audience. If you are disorganized, you could tease yourself about that. If you can't parallel park, you could tease yourself about that. Just about anything will work as long as you are the target.

What you want to avoid teasing about is any subject that has a direct tie to your credibility. For instance, if you were a nuclear control room technician, you would not want to joke about the time you pushed the wrong button. But, if you got fired from your job as a nuclear control

room technician for almost pushing the wrong button, then this fact might be a good topic for humor. It could turn into a great topic if you now own a landscaping company or are in some other non-threatening position.

To use self-effacing humor, you don't necessarily have to joke about yourself. You can make fun of your family background, your profession, or anything else that directly relates to you. I tell a story in my presentations about the time my mom came from our very small hometown to visit me in the big city of Washington, D.C. The audience hears about how small Claysville is and that my mom's house is way out in the sticks. We didn't have city water, or city sewerage, or cable TV. I then go on to tell how we took a trip on the Spirit of Washington for a dinner cruise and went sightseeing all over the capital. Here's how the end of the story goes:

"When we got home that evening I was exhausted, so I told mom I was going to bed and that I would see her in the morning. She said, "OK. I'm just going to watch the news and then I'll go to bed." I got up at about 2:00 a.m. and there was mom sitting in front of the TV. Her head was nodding and drooping. I said, "Mom. What are you doing?" She said, "I'm just waiting for the news to be over." Well she would have waited a long time because she was watching . . . CNN 24 hour headline news."

In this story I was not directly teasing myself. I was teasing about my small town background and about the innocent and funny boner my mom pulled when she came to visit.

Former president Ronald Reagan was a master at using self-effacing humor. In his bid for the Presidency in 1980 his age appeared to be his biggest obstacle. He attacked the problem with self-effacing humor. He would joke about his age all the time which turned age into a non-issue. He told a group of reporters once, 'Thomas Jefferson once said, 'One should not worry about chronological age compared to the ability to perform the task.' . . . Ever since Thomas Jefferson told me that I stopped worrying about my age.'

Look for opportunities to tease yourself. This will be one of your most powerful tools to connect with the audience and a subtle way to show your strength.

Advanced Public Speaking Institute

3105 Sergin Ct. • Virginia Beach, VA 23452
(757) 431-1366 • Fax (757) 431-2050

Contact: orders@antion.com

Visit our Blog at <http://www.GreatPublicSpeaking.BlogSpot.com>

Copyright © 1998 - 2014 Advanced Public Speaking Institute

➤ Analyzing the Speech

*‘Complexity is your enemy. Any fool can make something complicated. It is hard to keep things simple’ –
Sir Richard Branson*

ANALYZING THE SPEECH

Topic:

OBSERVER ANALYSIS

ITEMS

COMMENTS

IDEAS

SUBJECT: of interest, significance? Adapted to speaker, occasion? Subject properly narrowed?	
ANALYSIS: approach to subject original, interesting? Central idea, goal purpose clear? Interesting ideas?	
MATERIAL: specific, valid, relevant, sufficient, interesting? Properly distributed? Adapted to audience?	

ORGANISATION

ORGANISATION: Introduction, body, conclusion? Clear arrangement of ideas? Pattern of development adapted to ideas and audience?	
--	--

LANGUAGE

LANGUAGE: Clear, accurate, varied, vivid? Correct, appropriate standard usage? In conversational mode?	
---	--

DELIVERY

ADJUSTMENT OF SPEAKER: Poised at ease, communicative, direct? Personality pleasing, projected to audience? Aware of audience reaction to speech?	
BODILY ACTION: Is speaker animated? Adapted to ideas and occasion?	
VOICE: pleasing, adequate, distracting? Varied or monotonous in pitch, intensity, quality? Expressive of logical and emotional meanings?	
ARTICULATION AND PRONUNCIATION: articulation clear, correct, slurred, muffled? Defective sounds? Acceptable standard of pronunciation?	
FLUENCY: conversational? Varied, monotonous? Too fast, too slow? Adapted to ideas, speaking situation?	

EFFECT

GENERAL EFFECTIVENESS: listeners attentive, interested? Speaker's goal maintained, achieved in speech?	
--	--

RATING SCALE:

- | | | | |
|---------|---------------|-------------|------------|
| 1- poor | 2- inadequate | 3- fair | 4- average |
| 5- good | 6- excellent | 7- superior | |

SPEECH WRITING

THREE SIMPLE STEPS

CREATING ESSENTIAL CORE CONTENT

- *HOW TO SERVE YOUR AUDIENCE WHILST GETTING WHAT YOU WANT.*
- *HOW TO ENSURE YOUR SPEECH STAYS 'ON MESSAGE'.*
 - *HOW TO ENSURE MAXIMUM IMPACT.*

USING ADD-ONS AND IMPACT POINTS TO ENGAGE YOUR AUDIENCE.

- *HOW TO TURN PASSIVE LISTENERS INTO ACTIVE LISTENERS*
 - *HOW TO ADD HUMOUR AND BE ENGAGING*
 - *THE POWER OF STORYTELLING*
- *HOW TO USE YOUR AUDIENCE TO YOUR ADVANTAGE*
- *HOW TO INTRODUCE AND CONCLUDE YOUR SPEECH.*

EDITING

- *ALWAYS MAKE SURE THE SPEAKER PERSONALISES THEIR SPEECH BEFORE DELIVERY.*

OBJECTIVES:

- WHAT DO YOU WANT THE END RESULT TO BE?
- WHAT DO YOU WANT THE AUDIENCE TO THINK, FEEL AND DO AS A RESULT OF YOUR PRESENTATION?

KNOW YOUR AUDIENCE

Who are your audience?

- Colleagues?
- General Public?
- Friends and family?
- Strangers?

- How old are they?
- Any experience?
- Knowledge about the subject?
- Mixed crowd?

WHY ARE THEY HERE?

- Hoping for....?
- Needing....?
- Wanting....?
- ARE YOU ABOUT TO GIVE THEM WHAT THE WANT?

Kerkhoven, E. (2020)

- Practice, Practice,
Practice
- ..And Final Thoughts

PRACTICE, PRACTICE, PRACTICE
AND FINAL THOUGHTS



FINAL THOUGHT

When a dream takes hold of you, what can you do? You can run with it, let it run your life, or let it go and think for the rest of your life about what might have been.

—Patch Adams, M.D.

References:

- Agius, J.** & Levey, S. (2019) Humour and Autism Spectrum Disorders. *The Malta Journal of Health Sciences*. 6 (1), pp. 22-28.
doi:10.14614/HumourAUTISM/10/19.
- Agius, J.** (2019) La Vita è Bella and Stuttering: Would Dottor Benigni be amused? In: Donatella Tomaiuoli (Ed.) *Proceedings of the 3rd International Conference on Stuttering*. (pp. 184-190). Edizioni Centro Studi Erickson S.p.A., Trento, Italy.
- Agius, J.** & Levey, S. (2019) Humor Intervention Approaches for Children, Adolescents and Adults. *The Israeli Journal of Humor Research*, April 2019, Vol. 8, No. 1. 8-28.
- Levey, S., & Agius, J.** (2019). Humor Processing: The Factors that Play a Role in Understanding Humor. *Forum Lingwistyczne*. 6, 2019, pp. 159-167.
- Agius, J.** (2012) The 'Smart Intervention Strategy' for School Age Children who Stutter. *Themanummer Logopedie: Special Issue Speech Fluency*, (4) July-August, 2012.
- Agius, J.** (2010) 'Wit' or Without: Facilitating a Positive Attitude towards Communication using Humour in Stuttering Therapy. *2nd European Symposium on Fluency Disorders*, Antwerp, 2009.
- Alda, A.** (2017) *If I Understood You, Would I Have this Look on my Face?* Random House, New York.
- Anderson C.** (2016) *TED Talks- The Official Ted Guide to Public Speaking*. Headline Publishing Group.
- Antion, T.** (2007) *Wake 'em Up! How to Use Humor and Other Professional Techniques to Create Alarmingly Good Business Presentations*. Anchor Publishing.
- Carnegie, D., & Hill, N.** (2006) *Public Speaking & Pleasing Personality*. BN Publishing.

- Collins, P.** (2021) *The Art of Speeches and Presentations*. Philip Collens, UK.
- Crystal, D.** (2016) *The Gift of the Gab- How eloquence works*. Yale University Press New Haven and London.
- Gallo, C.** (2012) *The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience*. Brilliance Audio.
- Harrison, J.** (2004) *How to Conquer Your Fears of Speaking Before People. Tenth Edition*. National Stuttering Association.
- ISOC- International School of Communication** (2020) Speech Writing. Course: Felice Hawley. training@isoc.com
- King, K.** (1987) *The First Five Minutes- The Successful Opening Moves in Business Sales and Interviews*. Simon and Schuster.
- Kerkhoven, E.** (2020) *Writing Captivating Content for Speech and Presentation*. Online Course. Udemy Inc. Course, San Francisco, USA.
- Kjeldsen, J.E., Kiewe, A. Lund, M, & Barnholdt Hansen, J.** (2019) *Speechwriting in Theory and Practice* [1st ed.], Springer International Publishing; Palgrave Macmillan.
- Lancaster, S.** (2018) *Speechwriting: The Expert Guide: Hale Expert Guides*: Spectrum Ink Publishing.
- Love, R.** (2003) *Roger Love's Vocal Power: Speaking with Authority, Clarity, and Conviction Guidebook*. Nightingale & Conant.
- Lyman MacInnis, J.** (2006) *The Elements of Great Public Speaking*. Ten Speed Press, Berkeley/Toronto.
- McKenna, P.** (2006) *Instant Confidence! The Power to Go For Anything You Want*. Bantam Press.
- Nihill, D.** (2016) *Do you talk funny?* BenBella Books, Inc. Dallas, Texas.
- Rishel, M.A.** (2002) *Writing Humor- Creativity and the Comic Mind*. Wayne State University, Detroit.

Rogers, N. (1982) *How to Speak Without Fear*. Ward Lock Limited, London.

The Princeton Language Institute & Laskowski, L. (2001) *10 Days to More Confident Public Speaking*. Grand Central Publishing.

Smale, L. (2008) *Being The Confident Speaker You Want to Be!* Laurie Smale Presentations.

Strunk, W. Jr & De A'Morelli, R. (2018). *The Elements of Style: Classic Edition*.

iOS Application

AGIUS, J. (2013) *Application: Fluency: Smart Intervention Strategy*.
Category: Education, Language: English, Developer: Vioside,
Requirements: Compatible with iPad.

Suggested Reading:

Crystal, D. (2016) *The Gift of the Gab- How eloquence works*. Yale University Press New Haven and London.

Gallo, C. (2012) *The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience*. Brilliance Audio.

Kjeldsen, J.E., Kiewe, A. Lund, M, & Barnholdt Hansen, J. (2019)
Speechwriting in Theory and Practice [1st ed.], Springer International Publishing; Palgrave Macmillan.

Nihill, D. (2016) *Do you talk funny?* BenBella Books, Inc. Dallas, Texas.

Rishel, M.A. (2002) *Writing Humor- Creativity and the Comic Mind*. Wayne State University, Detroit.

Strunk, W. Jr & De A'Morelli, R. (2018). *The Elements of Style: Classic Edition*.