

Toastmasters Speechcraft Program



Educational Workbook



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An Introduction to Public Speaking

INTRODUCTION

Everybody has something to sell, be it themselves, their thoughts, ideas, goals, goods or services. Salesmanship is largely public speaking. But success can be directly related to how well you speak. Many people have good ideas, but the logical leaders, the people who make things happen, the people who are outstanding, are those who are effective speakers.

To be an effective speaker means you need to be an effective communicator. One important point to remember for effective communication is that communication is a two-way process. Thoughts can be imparted through speech but must be received by a listener for communication to occur.

PRESENTATION

As a speaker you need to remember that your listeners will not only **hear** messages you send but will also interpret and notice other factors of your presentation as well. These include your **voice, appearance, body language, eye contact, oral language and personality.**

APPEARANCE

Your appearance should suit the time, the place and the audience. It is a good rule to dress as well as the best dressed person in the audience. At all times, be neat and well groomed and give an appearance of confidence.

To overcome nerves try a few simple exercises:

- Tighten and relax your body
- Clench and unclench your fists
- Deep breathing

Above all be well prepared for any speaking situation and walk confidently to your allotted place to present your item or ideas. Don't forget to **smile**. It can do wonders for yourself and your audience.

EYE CONTACT

After your voice, your eyes are your most powerful tool for communicating. Each listener wants to feel you are speaking directly to him or her. Failure to meet another person's gaze when speaking implies disinterest, lack of confidence, insincerity and shiftiness. Only by looking at your audience as individuals can you convince them that you are sincere.

When you speak, your eyes can also function as a control device. Simply by looking at the listener, you have an influence on their attentiveness and concentration. On the other hand, if you do not look at them, they will not look at you and attentiveness to your message will suffer.

In turn, you can use eye contact as a source of strength and encouragement. When you see the audience is interested in your message, you will gain confidence and become more comfortable.

Effective eye contact is also a feedback device that makes the speaking situation a two-way communication process. Only by looking at your listeners can you determine how they are reacting.

ORAL LANGUAGE

Use language appropriate to the occasion and the audience. Be careful not to include words that could be offensive or too obscure. Try to eliminate repetitive words and phrases from your speech. Try to speak without the use of um, ah, er, "you know" and other extraneous noises.

PERSONALITY

Be natural, spontaneous and conversational. Remember, all speaking situations can be classed as "enlarged conversation". The only difference between speaking to a small informal group and to a large audience is the number of listeners. The emphasis should be on communication and sharing of ideas. Strive to be yourself, genuine and natural and you will be a success.

Selecting a Topic

The time has come to talk of ...well... something... The question is what??

The best way to accomplish this is to find a topic that you are interested in and familiar with. This will improve your ability to create the speech, and it will increase your confidence when the time comes to present it.

Try this proven formula for choosing successful speech topics:

Let's examine your first speech, the Icebreaker – your objective is to talk about yourself for 3-5 mins. 3 minutes does not allow for all the aspects of your life to be discussed fully.

Start with a central idea. From this first central idea you can develop numerous speeches based on your own experiences.



This method is known as mind mapping – a graphical presentation of an idea or thought. It is one of the easiest and most effective methods of finding a topic and presenting a speech. Just keep building out from that central idea.

Still drawing a blank? Try these ...

Reference Material - A great deal of inspiration and an unlimited amount of information is no further away than your local library and can come from books, magazines, newspapers.

Sometimes all it takes is a television program or a conversation with a friend. Even the most mundane of activities can set the stage for an inspired thought or concept. BUT BEWARE: Once you have an idea, make sure it doesn't get away, put it down on paper. Keep a notepad and pen handy at all times. Even if you don't use that idea right now, set up a file to be referenced for future speeches. Now that your brain is fermenting, your only problem should be 'So Many Topics, So Little Time'!

Introducing a Speaker

Introducing a speaker is one of the shortest speeches you'll give in Speechcraft, but still an important responsibility.

Purpose of Introductions

The purpose of an introduction is to introduce the speaker to the audience, and the audience to the speaker, so you establish a common bond between them. It's a mini-speech – usually about a minute long – but it contains all the elements of a full speech – an opening, a body and a conclusion.

The **OPENING** is when you address the audience – they are the listeners so you need to grab their attention. Wait until the audience is quiet and expectant before you begin to speak. Allow any clapping to die down. An introduction no one hears is very hard on the speaker – and could jeopardise the opening of his/her speech.

The **BODY** of your introduction should tell the audience who the speaker is and prepare them by giving some background on the speaker's experience, qualifications or special interest in the topic.

Learning something about the speaker helps the audience warm towards him/her – in turn, the speaker senses the empathy and begins the speech with more confidence.

Weave the speaker's name into the introduction so the audience will clearly relate the speaker to the topic.

Make sure you give accurate information to the audience – the only way to do this is to contact the speaker beforehand, by phone, fax or email. It can be embarrassing for a speaker to have to correct inaccurate facts before starting a speech.

Finally, the **CONCLUSION** is where you welcome the speaker, lead the applause and take your seat.

Introducing a speaker – some dos and don'ts

DO be brief – but adequate - remember you are introducing them, not giving the speech!

DO be accurate – make sure you have your facts about the speaker correct – the most important one is the pronunciation of their name!

DO be sincere – you must show the speaker and the audience that you are looking forward to the talk.

DO be aware of the occasion and the audience – eg if you want to add humour, make sure it's appropriate.

DO show by your manner that you are looking forward to the speech.

DON'T go overboard in your praise.

DON'T give the speaker's life story.

DON'T give the speech yourself, or steal the speaker's thunder.

Introducing a Speaker - Five Basic Guidelines

Address the audience – grab their attention.

Refer to the speaker – tell the audience who the speaker is and prepare them by giving some background on the speaker’s experience, qualifications or special interest in the topic.

Refer to the topic – this is of great interest to the audience. It’s what they’ve come for – explain how the topic is relevant to them and how they stand to gain from listening.

Make the audience clear on what’s to follow – for example, any housekeeping items such as time for questions, handouts or note-taking.

Welcome the speaker and lead the applause – do this by indicating for the speaker to approach, step back and lead the applause, welcome the speaker (possibly with a handshake or some other form of acknowledgement), wait for acknowledgement from the speaker, then leave the speaking area and sit down.

Organise your Speech

Please refer to Chapter Six Pages 15 to 17 of your Speechcraft Handbook

There are 3 main parts to a speech or presentation

1. Opening
2. Body
3. Conclusion

Opening or Introduction “tell them what you are going to tell them”
(introduce the topic and brief overview of points)

Body – “tell them” (3 points usually work well) so

State your **point** and give an **example** (supporting evidence, information, statistics, story)

State your **point** and give an **example**

State your **point** and give an **example**

Conclusion – “tell them what you have told them”

Restate your points – absolutely no new material is to be introduced at this time.

How to Write It

Start with your Conclusion. What message do you want them to take away? What do you want them to remember?

Then write the BODY of your presentation

List your points then write your example / support material

Point	Example
1.	*
2.	*
3.	*

Now it's time to create an attention grabbing opening.

Make a Simple Outline

An outline is a way to organise your ideas logically and clearly. Without making an outline your speech will probably lack structure, and so be difficult to understand. It can also serve as your speaking script. When making an outline you should not write full sentences, but just **key words and phrases**.

The Art of Evaluation

Evaluator to list constructive comments under the appropriate headings. Emphasise the strong and weak points. Stress the outstanding qualities, avoid "whitewashing", be specific and supportive in pointing out the presenter's weaknesses.

As I saw you...

Approach, position, personal appearance, facial expression, gestures, distracting mannerisms.

As I heard you...

MATERIAL: Content, introduction, body, conclusion, language/grammar

VOICE: Variety, enthusiasm, sincerity, force, rate, pitch

As I reacted to you...

A. What was the purpose? B. Was purpose achieved? C. Was it interesting?

Speaker Evaluation Formula

+ Commend	- Recommend

RULES FOR ENLIGHTENED EVALUATIONS

Please refer to Chapter Seven Page 19 of your Speechcraft Handbook

1. Your most important role is to make sure the speaker comes back and speaks again.
2. Speak to the speaker beforehand and find out which speech they are presenting and also the speaker's personal goals for this assignment.
3. Read through the assignment guidelines in the manual.
4. Read previous evaluations given to the speaker.
5. Using plus and minus formula, note strengths and weaknesses of the speaker.
6. For your evaluation choose 2 pluses (strengths) and 2 minuses (weaknesses) on which to comment.
7. Use the pattern "plus, minus, minus, plus" to present your evaluation. Always conclude on a positive. Remember you want that speaker to speak again.
8. When commenting on the strengths, say WHY it was good. When commenting on the weaknesses, suggest ways to improve.
9. Deliver the evaluation in a friendly, warm, sincere style.
10. Complete the written evaluation. This is different to the oral evaluation.
11. Remember the diamond cutter. Just as the diamond grinder hones and polishes the diamond, you are honing and polishing a member. Slowly, gently, little by little will bring out the potential and brilliance of our members.

Using Notes

Reading a speech word for word is an option that we prefer to avoid. Why?

It is difficult to maintain eye contact with the audience. You tend not to “connect” with the audience and it can sound stilted. As much as possible, you should sound natural as in general conversation when delivering to an audience. We should speak as we speak, not as we write.

Memorising a speech recited word for word is not advised either. Why?

It is very time consuming trying to memorise a speech word for word. Even though you make eye-contact you still may not connect due to the fact that you are now reading from your head. You can quite easily forget what you were going to say and not recover. An exception to this rule is the introduction and conclusion. Many speakers commit these two sections of their presentation to memory – especially the introduction. Why? The beginning and ending are the most important parts of your talk.

Palm Cards

Something held in a speaker's hand can easily distract the audience. Palm Cards restrict the full use of gestures. They can easily be dropped, ensuring an embarrassing moment.

That Leaves Notes... Notes are the preferred method of delivering a presentation. They should be used in conjunction with a lectern. Winston Churchill was once asked why he had notes during a speech but never used them. He said, “I carry fire insurance, but I don't expect my house to burn down”.

How to get the best from your notes:

Just write a series of **key words**. Then practise your speech using these Key Words to remind you where you are up to. “**Practice Makes Perfect**”. If under practised you may forget what ideas the key words represent.

Tips for Using Notes

Work towards using only a few key words to keep your speaking on track. Rehearse your speech in your head using the key words and or pictures.

Visualise your speech in key words or pictures, connecting them - either by actual drawing or mental pictures.

- DO** use stiff paper – so pages don't rip and blow away
- DO** use large font size that's easy to read from a distance (18 or 24 point)
- DO** use a great deal of white space in the page layout
- DO** use only one side of the paper
- DO** number each page - **DO** bring a spare copy
- DON'T** split a thought at the end of a line or page
- DON'T** staple the pages together

When notes are properly prepared, they provide an outline for your talk – this can be in the form of Key Words or Pictures, and they remind you of the points that you want to make and the order in which you want to make them.

Notes don't spell out the points word for word – they are just a cue. That way you can “connect” with the audience: The secret of a good presentation is to **talk** to your audience rather than **recite or read** to them.

What about items such as quotes and statistics that must be worded in a precise way? No problem – type these items word for word it is quite acceptable to read these.

REMEMBER: Notes are just your insurance. **It's Practice that makes a Perfect Presentation.**

White Boards & Flip Charts

White boards & flip charts continues to be a simple, effective way to get your message across. They never fail to operate just as you're ready to start your big presentation. If you are writing or illustrating with a flip chart or whiteboard as you speak before your audience, remember that you, not the chart or board, are still the main focal point. If you are working with material that you produced prior to the program, then you want to make the appearance of pages as professional as possible. The audience does not have the luxury of watching the material unfold because it is already written. Now you, the speaker must bring life to it.

Flip charts are economical, too. You don't have to use any special films or printers to produce the visuals. And adding colour is as easy as opening a box of markers. Here are a few tips to help you use flip charts more effectively:

Make sure your chart pad fits your chart stand. Some pads have differently spaced holes at the top than others. The best flip-chart stands have clamps at the top and will hold most types of pads. Don't wait until the last minute to find out your pad and stand don't match.

Use a gridded pad, instead of a plain one, to make it easier to draw straight lines and align your text. Also, make sure the pad is perforated at the top to allow easy removal of sheets. Many presenters struggle to tear off a sheet evenly.

Ensure your whiteboard is clean & ready to use

Design your visuals on note paper first before drawing them on the actual chart or board. This will ensure you don't waste paper or run out of room on the whiteboard. Do not use all capital letters. A combination of upper- and lower-case letters is easier to read. Use the 6 x 6 rule: no more than 6 words on each line and no more than 7 lines to a sheet.

Use special flip-chart/whiteboard markers -- not standard permanent markers. Flip-chart markers will not bleed through the paper.

Avoid using yellow, pink or orange markers. The audience will have difficulty seeing these colours. Don't make attendees strain their eyes to see your points. And avoid using too many colours; one dark colour and one accent colour works best.

Be sure to print your text and titles neatly and clearly. If your handwriting isn't neat, ask someone to help you prepare your chart or ask for a volunteer scribe so the text isn't distracting to the audience.

Create and Plan. Creating visually stimulating flip charts & whiteboard presentations takes more time than you think. Be sure to allow enough time to review your visuals and make any needed changes or corrections before your presentation.

Show What You Mean

Please refer to Chapter Eight, Pages 20 to 21 of your Speechcraft Handbook

Your 'body language' - gestures, body movements, eye contact, facial expression, posture - have a tremendous impact on your audience. An audience will constantly respond, consciously and unconsciously, to what your body is saying to them.

Research shows that 55% of your presentation's impact is determined by your posture, gestures and eye contact; 38% by your voice tone and inflection; and only 7% by the content of your presentation.

Tools, Tips & Hints

Gestures

Gestures are the most expressive part of your body language. Gestures involve the use of your hands and arms to illustrate your words.

Some basic gestures show:

Size, weight, shape, direction, location

These physical characteristics call for hand gestures. "He went that way!" you may exclaim, as you dramatically point out the direction.

Importance or urgency

Show your audience how important your point is. Hit your fist into your open palm.

Comparison and contrast

Move both your hands in unison to show similarities; move them in opposition to show differences.

Body Movements

When you move, you display energy and provide variety for the audience. Movement can vary eg:

Step toward the audience to emphasise a point.

Step back to show you have finished a point.

Move crosswise to emphasise that you are proceeding to another point.

You can also use movement to dramatise a specific point. For example, if you are describing a physical action such as catching a ball or running a marathon, act out your description by moving your body appropriately.

Show What You Mean cont...

Eye Contact

Eye contact plays a major role in our impression of someone. When you look directly at people, they believe you care about them. They think you are sincere, credible, friendly, and honest. These feelings have a great impact on your message and their willingness to accept it. As you speak, look at the people in your audience. Don't just gaze around the room. Look directly at one person until you finish a thought, then move on to another person.

Avoid looking repeatedly at the same person, wagging your head from side to side, or moving your head slowly back and forth like an oscillating fan. Don't follow a specific pattern; make random eye contact. If the audience is large, pick out one or two people in each section of the room and look directly at each one so they get the impression you are talking to them directly.

Facial Expression

People watch a speaker's face during a speech and take many cues about how they are supposed to react or feel from the looks on your face. Your *eyes, eye movement, eyebrows, and mouth* play vital roles in showing sadness, fear, happiness, anger, frustration, nervousness, excitement, boredom, interest, wonder, exhaustion, aggressiveness, confidence and uncertainty. When you show these feelings, your audience will emulate them. You can show sadness by lowering your eyelids, turning down your mouth slightly, and bowing your head. You can show surprise or disbelief by widening your eyes and raising your eyebrows. To demonstrate happiness, smile broadly. If you are talking about a terrible automobile accident, yet you are smiling and nodding, your audience will be confused, not sad. Your facial expression must be consistent with the feelings or information you are trying to convey. Otherwise, your audience will think you are insincere.

Show What You Mean cont...

PURPOSE

Movements should always be with purpose and add impact to your speech. When you have arranged your speech material, try several different ways of using your arms, hands and facial expressions to convey your message.

Do not worry if at first if your movements are stiff and awkward. Natural positions and smooth movements will come with practice.

SYNCHRONISATION

Match your gestures to your words. You should be compelled to gesture and make facial expressions when your thought requires such action. Just be certain that they flow smoothly as you speak or they will look stilted and phony to your audience.

In the words of the old Chinese proverb, "Watch out for the one whose stomach doesn't move when he laughs!"

THINGS TO AVOID

Avoid pacing back and forth, rocking or swaying. These movements are actually nervous habits and do little to aid your speech. In fact, they may even distract or irritate your audience.

Avoid hand clasping, hands behind your back or in pockets or folded arms.

Props should be dispensed with as soon as possible after use.

Your Speaking Voice - Vocal Variety

Please refer to Chapter Nine Pages 24 to 26 of your Speechcraft Handbook

A primary link between you and your audience is your speaking voice. The first step is to be aware of your voice. A good speaking voice is loud enough to be heard, clear enough to be understood, expressive enough to be interesting and pleasing enough to be enjoyable.

There are four things to work on to achieve a good speaking voice.

They are **volume**, **pitch**, **rate**, and pleasing **sound quality**.

Volume. Some people always speak loudly. Maybe their parents spoke this way or they have an assertive nature. Others can barely be heard. In either case, you should vary your voice volume to add emphasis or dramatic impact to your speech.

Pitch. Good speakers vary the pitch of the voice to convey emotion and conviction. Too high a pitch suggests immaturity. A conversational approach is recommended.

Rate. The most effective speaking rate is from 125 to 160 words per minute. Vary your speaking rate to reflect mood changes and to emphasise points of the speech.

Quality. The most important recommendation for voice quality is to relax your throat while you speak. Try to convey friendliness and confidence. Relax. Eliminate tension from your voice and a pleasing quality will result.

Try your voice

You can train your voice if you listen closely to the way you speak and concentrate on improvement.

Begin with a few short passages to discover the meanings you can project using different vocal values.

"I appreciate the kindness you have shown me, I hope to return the favour when I can" (Simple, honest statement, or perhaps sarcasm).

"Kindness! Do you call that kindness? I wouldn't treat a dog the way you have treated me!" (Resentment, anger, unfriendliness).

"If we all show a little kindness, a little concern for others' needs as well as our own, we can help make the world what it should be" (Deep feeling of earnestness and conviction) Notice how your voice changes with the different thoughts you express.

Read these sentences putting emphasis on the words in bold lettering.

"**I** was born in Australia". "I **was** born in Australia". "I was **born** in Australia". "I was born **in** Australia".

Notice how with a single change of inflection you can change the whole meaning of the sentence.

Below I have given you some exercises to help improve your articulation.

First. You must tell yourself you are going to be your best – no more careless, sloppy, slovenly talking. Your mouth must be capable of opening fully. You might as well talk with your hand in front of your mouth as to talk with teeth and lips half closed.

Second. The three "L's": Loosen Lazy Lips! Wrap your lips around each word as if it were a tasty morsel.

Third. Teach your tongue to keep its place.

Fourth. Practise. Every time you speak, remind yourself to pronounce each word well.

Work With Words

Please refer to Chapter Ten Pages 28 to 30 of your Speechcraft Handbook

If you want your audience to understand your message when they hear it, you must use words that will accurately convey that message.

There are four ways to improve your use of words.

1. Write as you speak.

Writing for reading is very different to writing for speaking. Oral language must be immediately understandable by the ear. Your audience does not have the luxury of being able to re-read what you are saying. Oral language is not as formal as written language; it is often repetitious so that listeners will better remember the points you wish to make. Therefore you must try to speak as your audience would speak.

2. Use short words.

You will not impress anyone by using long fancy words. Your audience will not understand you if you do not keep your words short and simple. Usually words of one syllable are the easiest to understand. Have a look at your speech materials and see how many words have two, three or more syllables.

Following are some multi-syllable words you can cut short to make your speech better understood.

Too Long

abbreviate
accommodate
terminate
component
currently
demonstrate
eliminate
expedite
generate
facilitate
require

Better

shorten
serve
end
part
now
show
cut out
speed, rush
make, cause
make easy
need

It is easier to understand shorter words.

3. Don't use jargon.

Avoid specialised words unless your audience uses them. For example, if you were speaking to a sports club then sporting jargon would be all right, but to the wider audience, simple is best.

Some words can be thought of as jargon even though they are not related to any one profession. Following are some of these words and the more acceptable words to use instead.

Jargon

conceptualise
downsizing
finalise
utilization
infrastructure
interface

Better

imagine
laying off
finish
use
framework
talk with

There are of course many other words that you will come across but don't be tempted to use them!

4. Be descriptive.

Descriptive and colourful words can paint pictures that your audience will see. Expressive words can convey emotion and action. Stir the imagination of your audience and make your message memorable.

The sentence "Mary arrived at the wharf and saw the ship" is straightforward but it is also dull and boring. Maybe if we said "When Mary arrived at the busy wharf, the huge four funnelled ship towered above her" the speech would create a better picture for the audience.

Filler Words/Phrases

Make every single word count for the audience. Keep away from the dreaded filler words and phrases such as: "As you know"; "I think"; "needless to say"; "to be honest"; "It is widely known that".

Work with Words cont...

Replace tired clichés such as “at the end of the day”; “bull in a china shop”; “tried and true”.

Other phrases can be reduced to one or two words. “A large number of” becomes “many”. “At the present time” can become “now”. “In the event of” can become “if”.

Be economic with your words. Do not use two or more if one will suffice.

Use short sentences.

Long sentences are hard for your audience to follow. By the time you get to the end of the sentence your listeners have forgotten what your earlier points were.

For more power and impact, use a short sentence. For example: “Greatness cannot flourish while planners rule”. This sentence is headline stuff. It gives a complete story in six words. With short sentences your audience will remember more of your speech and be interested to hear more.

Of course you cannot use short sentences all the time, use longer sentences every now and then to add variety, but make sure your audience will be able to follow them.

Using group ideas and points in threes is also a great way to get your point across.

For example, “We promise to give to this country, our lives, our fortunes and our sacred honour”. It is easy to remember and attracts attention.

Summary

Use your words to paint a picture, a picture that your audience can easily follow and understand. Your objective is to use words that effectively get your message to the audience. Words need to be clear, concise and descriptive. Avoid jargon and unnecessary fillers. Remember vocal variety and body language should also be used to enhance your words. When preparing a speech select a topic that will let you use words described above. You need to select words that are clear, accurate, colourful and as short as possible. Re-read your work and make sure the words and sentences are not convoluted and hard to remember. You also need to be sure that the words you use convey the right message.

Ask yourself these questions:

Are the words simple, short and familiar?

Will the words and sentences create vivid mental images?

Are the sentences short and understandable?

Are the words appropriate for the audience?

Have fun with words. Create colour and excitement. Stir imagination.

Using Visual Aids

The use of data or data projector can be a real challenge when presenting at any venue. With any presentation, the visual media you choose for your presentation depends on your type of program, audience and meeting room.

What are Visual Aids

- A medium to get your message across
- Overhead Projectors
- Data Projectors
- Flipcharts
- Whiteboards

Why Use a Visual Aid?

- Assists in preparation
- Highlights key points
- Increases audience retention
- Stimulates the brain

How Do We use Visual Aids?

- Remember: "You are the Star"
- Minimise to Maximise - One idea per slide - limit information to avoid overload
- Set-up the show

Creating Visual Aids

- One idea per slide
- Six lines per slide
- Six words per line
- Heading to be at least 36 font
- Points to be at least 28 font
- All fonts should be Sans Serif
- **Avoid** the Fancy Bells & Whistles

Setting up your Visual Aid

- Know the aid
- See the screen - position at an angle for use
- Test the Visual Aid & have a Plan B
- Practise, Practise, Practise!

Performance

- Talk to the audience not the screen
- Don't point, Use a pointer
- Hide future points
- Overhead - Use frames to stop light spillage
- Turn Off when you are On (In MS Powerpoint, "B" will black the screen)
