

# Get to the Point!

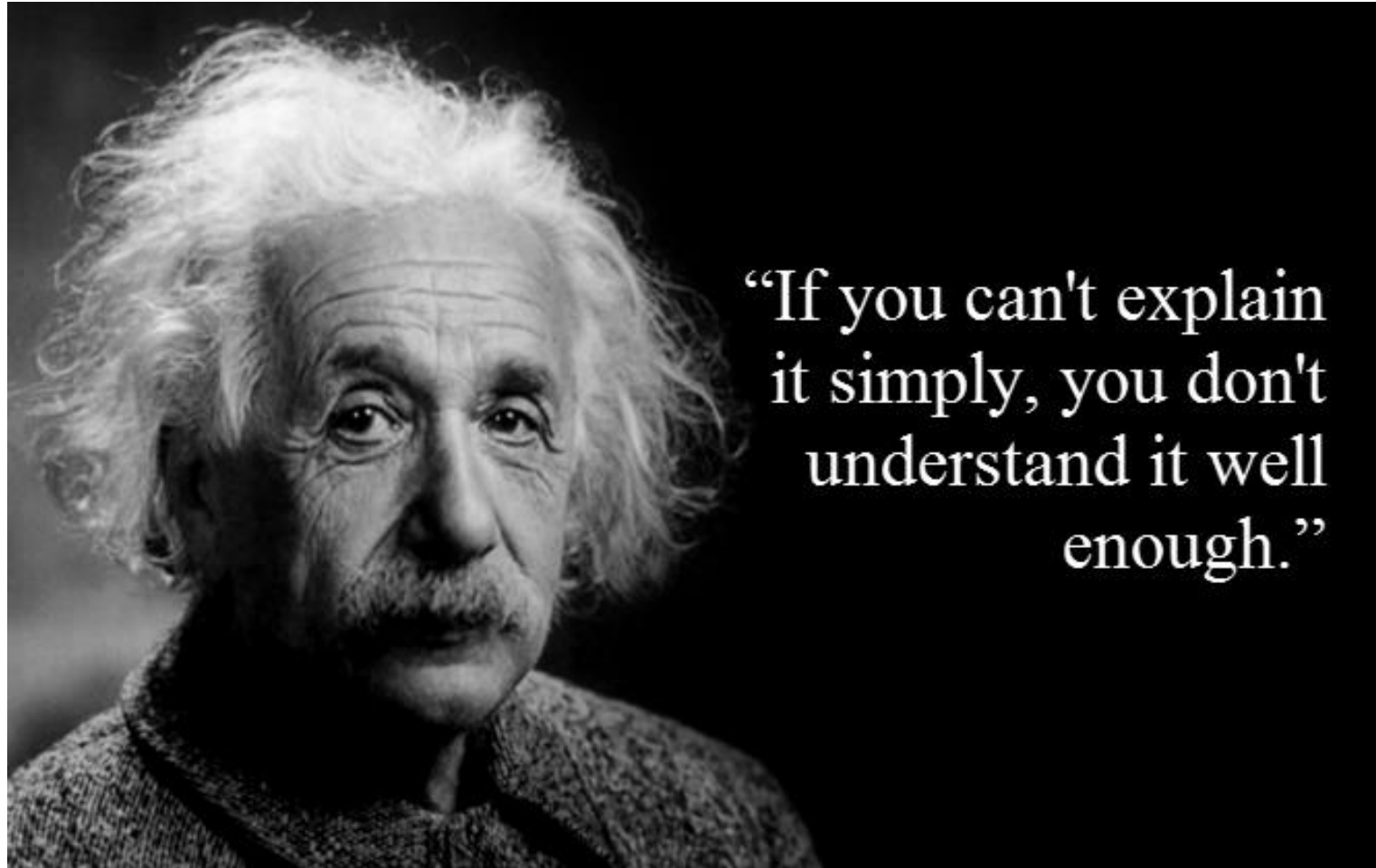
**How to coach your speakers—and yourself—to make points clearly and convincingly through effective public speaking techniques**

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# Get to the Point!



“If you can't explain  
it simply, you don't  
understand it well  
enough.”

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**STRENGTH**

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## Know Your Point

A point is a proposition you can make a case for, defend, and illustrate, not a topic or subject, title or theme

### To Get to Your Point

1. Use the “**I Believe That**” Test
2. Use the “**Truism Test**” – Does it have a feasible counterpoint?

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## Sharpen Your Point

- Did I attach my **biggest value proposition**?
- Did I rely on “**Badjectives**”
- Do I have **split ends**?

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## Deliver Your Point

- Know your point before you say it
- Don't get attached to the words
- Your point cannot be overstated or too often repeated.
- Your *only* job: Deliver your point.
- Know when you're done. *Deliver the pizza!*

### TRANSITIONS TO POINT:

**“My point is this...”**

**“Here's the thing”**

**“Here's the idea to remember”**

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## Evolution of a Point



You should donate to public radio

Donating to public radio is important

Donating to public radio supports quality programming

**Donating to public radio elevates our culture**

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## Make Your Story Matter

- Don't tell a story just for the sake of a telling a story
- Pick a story that **clearly illustrates your point**, not just details in your point
- Explicitly make the connection between your story and your point: "Charlie's story illustrates how..."
- Remember: a riveting story has no value; only a relevant one does



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## Their Point Is Not Your Point

**If someone tries to drag you off point...**

1. Answer, then pivot to point
2. Acknowledge, then pivot to point
3. Don't repeat the negative.



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## Nail the Start



- Audiences decide what to think of you within 20 seconds, so memorize if you can.
- Establish (1) who you are (2) what your point is and (3) why that point is relevant.
- Know your first word, **and make it your first word.**

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## Exercise: PP

1?

2?

3?

4?

5?



1.

2.

3.

4.

5.

## Use Power Periods

ing.

When you ask a question, you're telling your audience, *"I'm not sure."*

When you end with a period, you're saying, *"This I believe."*

- *You've shown incredible commitment to our goals?*
- **You've shown incredible commitment to our goals.**
- *When you adopt an animal, you're saving a life?*
- **When you adopt an animal, you're saving a life.**

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## Raise Your Volume

Raise your volume to the point where you think you're too loud. You're not.

A higher volume...

- keeps you from ending with question marks,
- controls your speed,
- eliminates mumbling,
- keeps you from talking too softly.

Remember: The burden of people hearing you is 100% on you.

## Pause for Perfection



There's **nothing wrong with pausing** to capture a thought (as opposed to ahhh or ummm).

- Pausing creates suspense
- Pausing creates time for precision
- Audiences love to watch you think.
- No one remembers pauses.

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## Nice Gestures

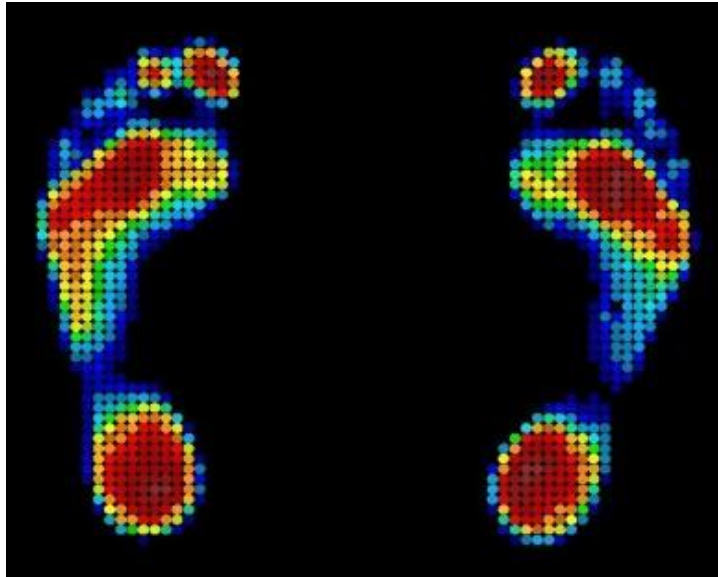


Dananjava Hettiarachchi,  
2014 World Champion of  
Public Speaking

<http://bit.ly/toastwinner>

- Raise gestures strongly, and lower them strongly.
- Half-gestures convey weakness.
- Pretend you're handing over your point like you would a laptop computer – Don't drop it.
- There are only two gestures: up and down.
- Don't put things between you and your audience.

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## Plant Your Feet

- Shifting your balance will signal weakness.
- If you walk during your presentation, always walk one foot ahead of the other.
- Never walk sideways or backwards.



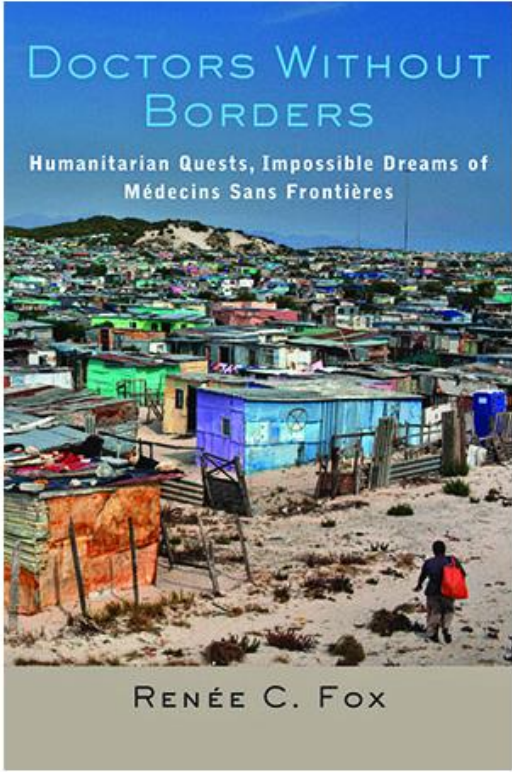
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**Sell, Don't Describe**



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# “Describe” Traps



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**Sell, Don't Describe**

~~“I want to talk a little about...”~~

“I recommend...”

“I propose...”

“I suggest...”

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## Stick the Landing

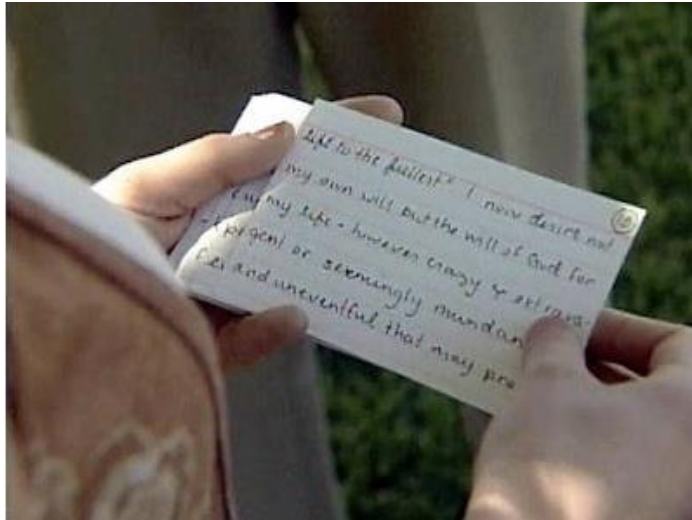
### Do

- End with your point
- End on a power period
- Put a chapter break between your last word and meeting business

### Don't

- End with some variation of “And that’s all I got.”
- End with simply the last bit of data.
- Mumble the last line
- End indecisively

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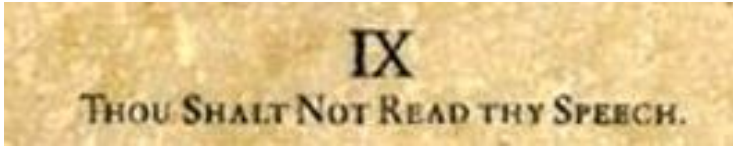
## Use Notes Effectively

- Do not write or read your speech.
- Notes are your “set list”
- Only write down those things you need to remember, not things you already know.
- Use no more than one note card or one sheet of paper.
- Put the notes down, not between you and your audience.



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# Use Notes Effectively



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## Use PowerPoint Wisely

- Use bullets to separate ideas
- Break up compound sentences.
- Cut all useless verbiage
- Every slide should contain one clear point
- Every bullet should support that point
- If the audience can't instantly read it, lose it
- Don't let PowerPoint upstage you
- The slide isn't relevant until you make it so

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## Use PowerPoint Wisely

- Use bullets frequently to separate ideas and thoughts and keep them in the right order.
- Break up compound sentences. Too many thoughts on each bullet will make it hard for the audience to immediately understand the content
- Cut useless verbiage and extraneous details from your bullets and your pages. It's important to be as concise and word-economical as possible
- Every slide should contain one clear point. Know what that point is, and organize the content on the page to constantly illustrate or prove that point.
- Each and every bullet should support the point the page is trying to establish. If it isn't, try to change the way its presented so it can serve that purpose.
- If the audience can't instantly read your graphs or charts, don't use them, or just show parts of them that are relevant
- Don't let PowerPoint upstage you. Remember that you are the conveyer; not your technology
- The slide isn't relevant until you describe to your audience why it is. Emphasize the relevance of each and every slide so that your audience understands the point you're trying to make with it.



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## How to Practice

- **Don't** mumble
- **Don't** memorize
- **Don't** feel like you need a person, a mirror, or a camera
- **Do** say it out loud. Practice is about training your mind and your mouth to work together.