

# Speaking with Strength

with  
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# STRENGTH

# The Liar in Your Head



# Be On Point



**Exercise:**  
**What's your**  
**Point?**

- A point is not a topic or subject, title or theme
- A point is a proposition you can make a case for, not a statement of fact that is or isn't.
- **Use the “I Believe That” Test**
- **Use the “Truism Test”** – Does it have a feasible counterpoint?
- **Use the “Why” Test** – Is it as specific and compelling as possible?

## More Points on Point

- A point is not about the words
- Your point cannot be overstated or too often repeated.
- Your *only* job: Deliver your point.

### TRANSITIONS TO POINT:

“My point is this...”

“Here’s the thing”

“Here’s the idea to remember”

# 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.



## 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.**



## Content Checklist

- Ethos (Ethics) /Logos (Logic) /Pathos (Emotion): Am I using at least two?
- WIIFM: Is there a clear “what’s in it for me?”
- Do I have an example, case study, or illustration of my point? Am I telling it as a story?
- Do I end each of my slides with a “this is relevant because...”
- Did I make my point, and did I close with my point?



## Exercise: PP

1?

2?

3?

4?

5?



1.

2.

3.

4.

5.

ing.

## Use Power Periods

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."

- *Google has succeeded?*
- *Google has succeeded.*
- *Newspapers are dying?*
- *Newspapers are dying.*

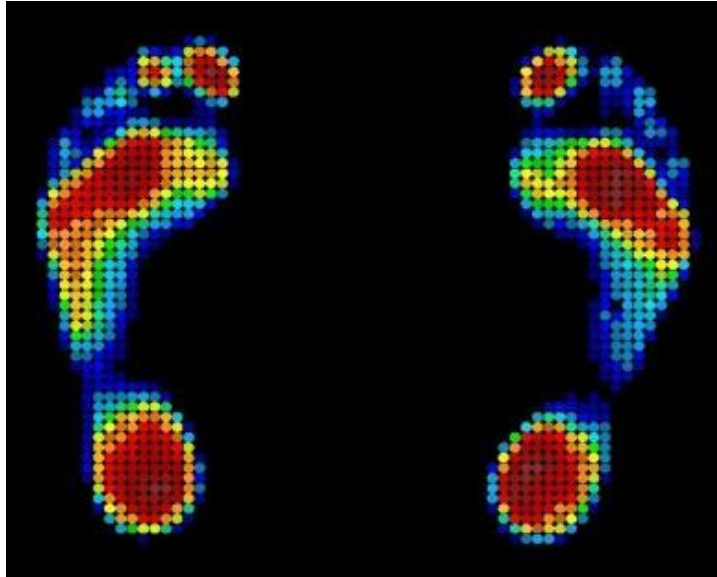


Dananjava Hettiarachchi,  
2014 World Champion of  
Public Speaking  
<http://bit.ly/toastwinner>



## Nice Gestures

- **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.



## 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.



# Raise Your Volume

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

A higher volume...

- (1) keeps you from ending with question marks,
- (2) controls your speed,
- (3) eliminates mumbling,
- (4) keeps you from talking too softly.

# Pause for Perfection



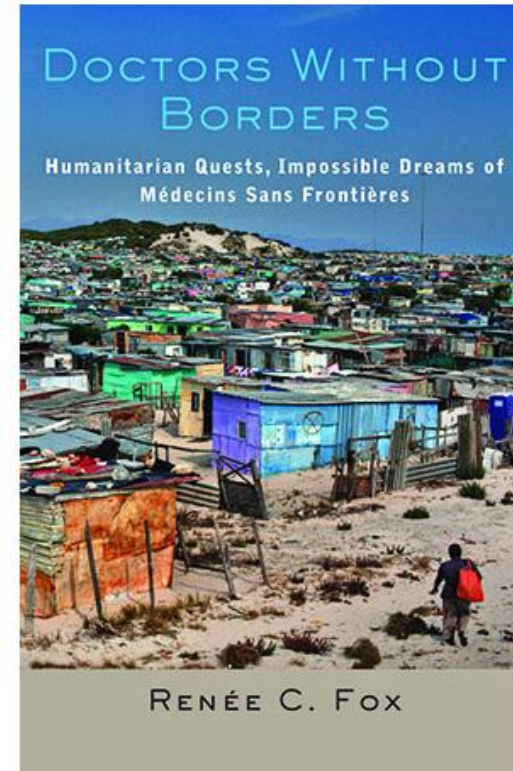
There's **nothing wrong with pausing** to capture a thought (as opposed to ahhh or ummm).

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

# Sell, Don't Describe



# “Describe” Traps





## Sell, Don't Describe

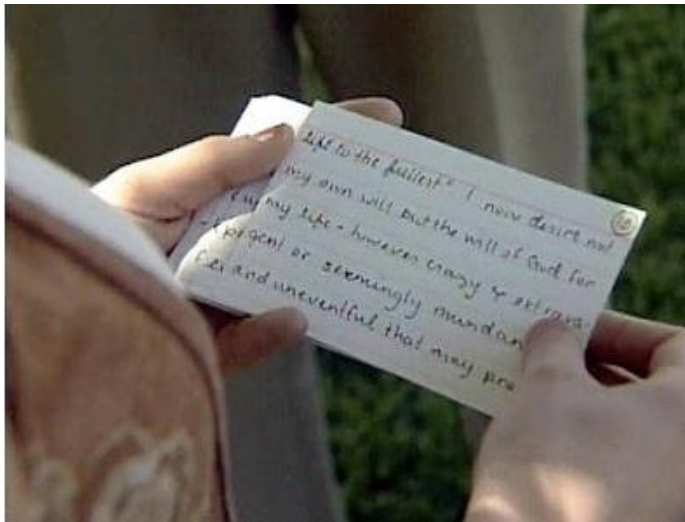
~~“I want to talk a little about...”~~

“I recommend...”

“I propose...”

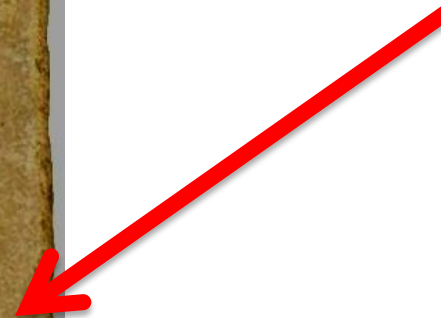
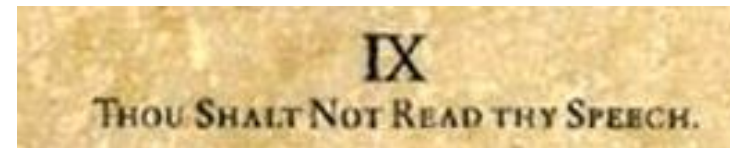
“I suggest...”

# Use Notes Effectively



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

# Use Notes Effectively





## Use PowerPoint Wisely

- Slides should primarily contain points or illustration of points.
- Clip complete sentences and cut useless verbiage. No more than six lines per slide.
- Use bullets to separate ideas.
- Every slide should contain one point, and that point should be clear...
- But don't let the visuals overshadow you; you're the conveyer.

## Work the Table



- Most rules apply, including volume, periods, gestures
- Hands stay on the table.
- Know your point before you say it.
- Champion your point

# How to Practice & Prepare



1. Eat a meal
2. Sleep
3. Practice out loud, and before you go to sleep
4. The problem with video and mirrors.

# How to Overcome Nervousness



1. Know the voice in your head is lying.
2. Know what your point is.
3. Know what your job is, and what it's not.
4. Know the room, and the people in it.
5. Know your notes will save you (and so will your practice!)