

Boot Camp: Help Rambling Speakers Get to the Point

With Joel Schwartzberg

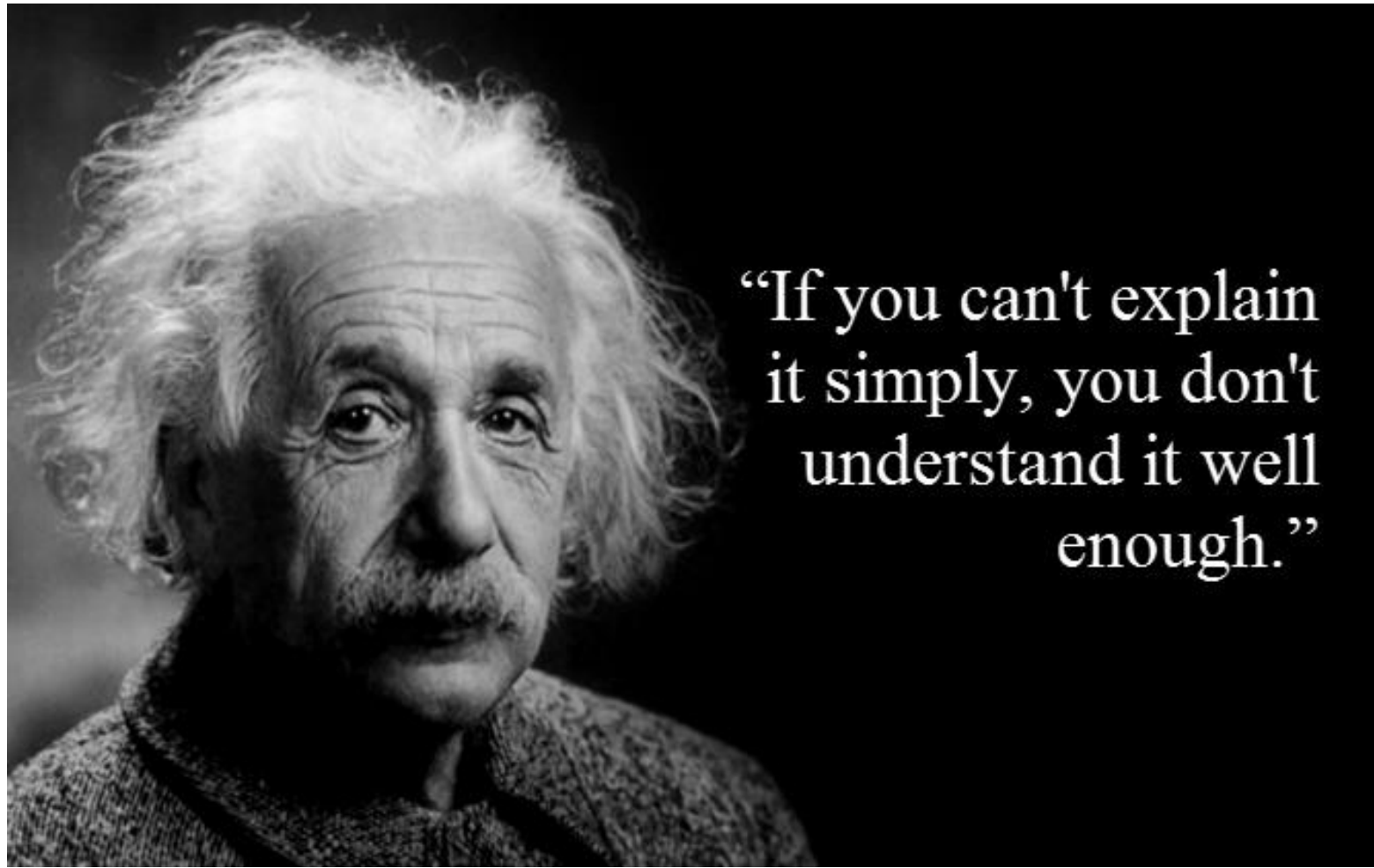


Who Are You?



- Your name
- Your job
- Your biggest public speaking challenge

STRENGTH



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

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?



Class Exercise:
What's your
Point?

Sharpen Your Point

- 
- Did I attach my **biggest value proposition**?
 - Is this impacting PEOPLE and SOCIETY or ENTITIES and THINGS?
 - Did I rely on “**Badjectives**”
 - Do I have **split ends**?

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”

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 creates a
more informed public**

Evolution of a Point

Strengthen this “Point” (Really, a title)

The importance of
internal
communications



Nail the Start



- Audiences decide what to think of you within 20 seconds, so memorize if you can.
- Start with story if you can, but story should illustrate point
- 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.**

Exercise: PP

1?

2?

3?

4?

5?



1.

2.

3.

4.

5.

Using Power Periods

ing.

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

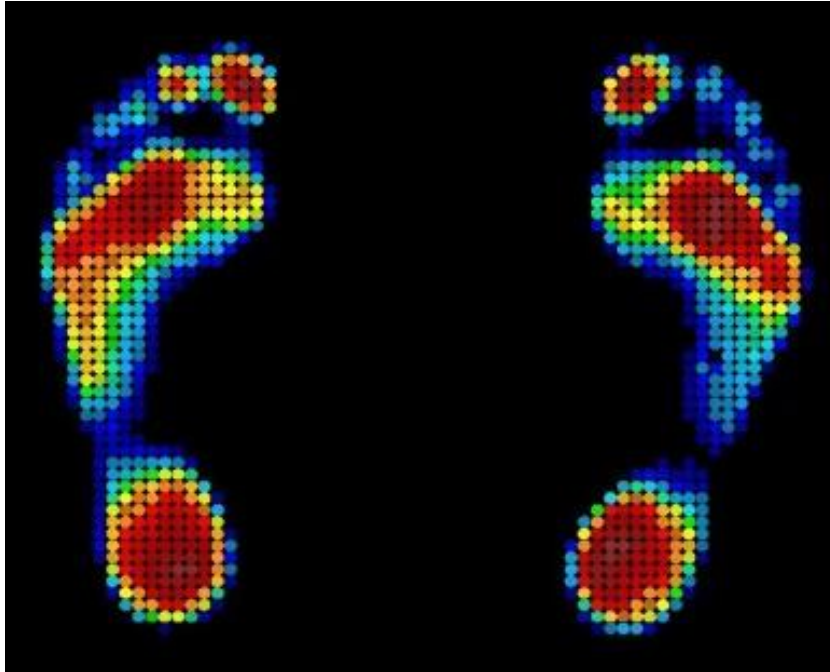
When you end with a period, you're saying, *"This I believe."*

- This will enable more people to take control of their lives?
- This will enable more people to take control of their lives.
- The campaign has very poor ROI?
- The campaign has very poor ROI.



**Class Exercise:
Power Periods**

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 the 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
- Makes you sound more confident and authoritative
- Gives you a job promotion



**Class Exercise:
Who's Too
Loud?**

Pause for Perfection



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

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



Short Break

Selling vs. Describing



Selling vs. Describing



Selling vs. Describing

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

“I recommend...”

“I propose...”

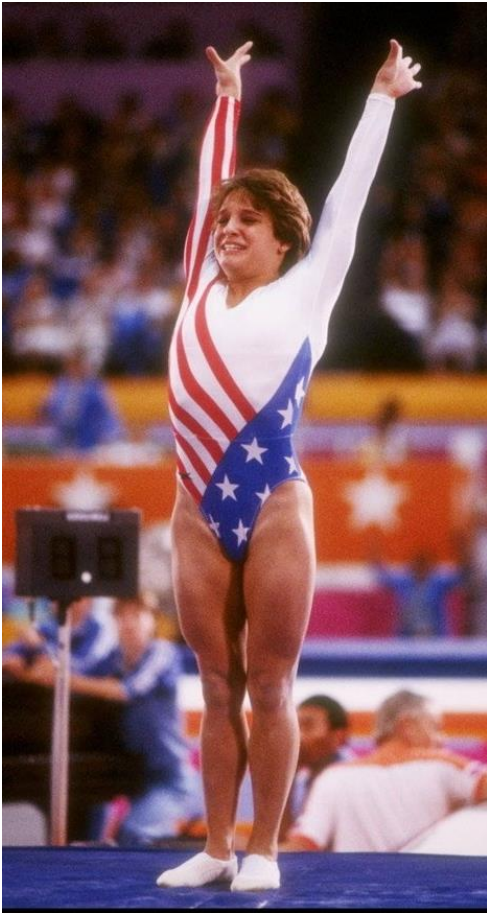
“I suggest...”

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 you story and your "Charlie's story illustrates how..."
- An riveting story has no value; only a relevant one does

Stick the Landing



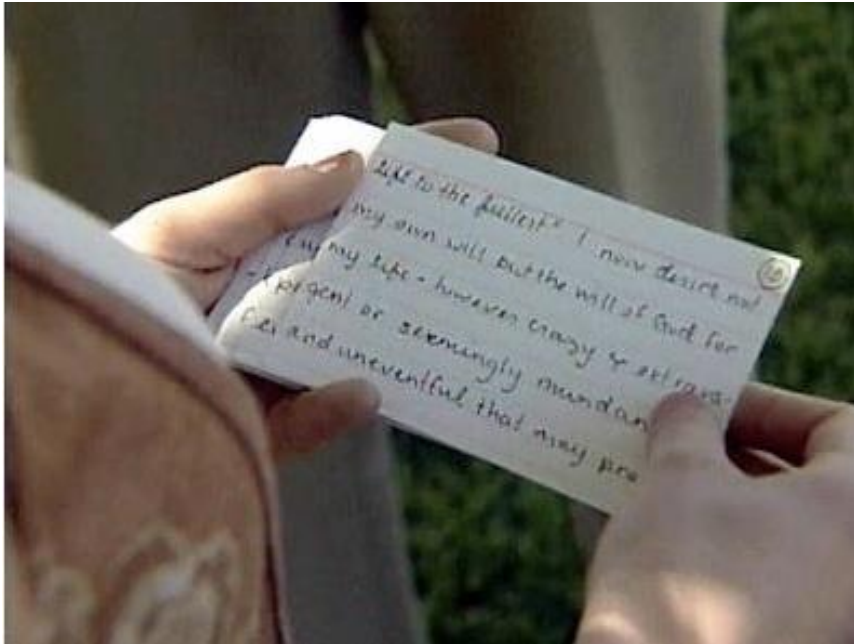
Do

- 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

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.

Use Notes Effectively



IX
THOU SHALT NOT READ THY SPEECH.



Use PowerPoint Powerfully



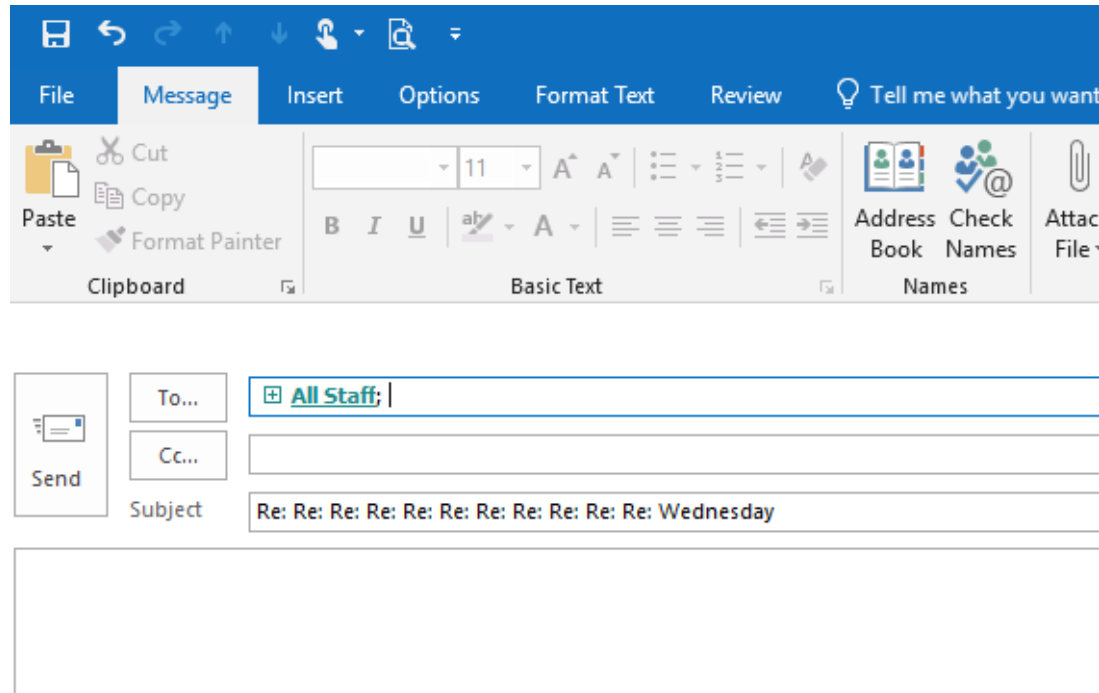
- Use bullets to separate ideas
- Cut all useless verbiage
- Every slide should contain one clear point, and every bullet should support that point
- If the audience can't instantly read it, lose it
- Don't let PowerPoint upstage you
- The slide isn't relevant until you make it so
- Don't suffer from "Last Slide Syndrome"

Use PowerPoint Powerfully



- 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 it's 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 suffer from "Last Slide Syndrome" – ending your presentation with "That's all I got," the last bit of data, a quote, or a story. Also, don't rush into the next piece of meeting business

Making Points in Email



- Is my point in the subject line?
- Do I have paragraphs longer than three sentences?
- Could this be better explained in bullets?
- Are my facts and grammar correct?
- Did I include a suggestion, a recommendation, or a proposal?

Overcoming Glossophobia

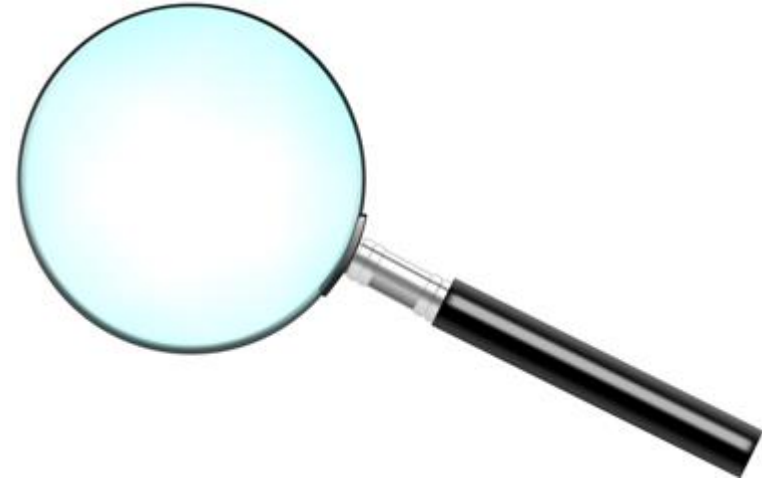


- Know the voice in your head is lying.
- Know what your point is.
- Know what your job is, and what it's not.
- Turn “Nervous” into “Excited”
- Know your notes will save you (and so will your practice!)

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.



What Will You Work On?