



Effective Public Speaking | Handout

Women's Ministries - Leadership Certification Program

Types of public speaking

1. Speeches that inform
 - Explain
 - Report
 - Describe
 - Clarify
 - Define
 - Demonstrate
2. Speeches that persuade
 - Designed to convince or influence beliefs or attitudes.
3. Speeches that entertain
 - Use humor to influence the audience.
 - Goal: to warm up the audience.

Identify your Speaking Style

Three main speaking styles

1. Cool presenter
 - Orderly
 - Has everything under control
2. Hot presenter
 - Movements are very dramatic
 - Very emotional
 - Very charismatic, impulsive, and daring
3. Dull presenter
 - Bland and boring
 - Cautious and predictable

Four basic methods of delivery

1. Reading a manuscript verbatim
2. Reciting from memory
3. Speaking extemporaneously

Know your Audience

Makeup of audience

- Superiors
- Peers
- Team members



- Special interest groups
- Mixed groups

Getting Organized

Outline

- Gather the materials for your talk.
- Give examples. With examples, ideas become specific, personal, and lively.
- Statistics can also be cited to clarify or strengthen a point.
- Testimony is especially helpful for novice speakers because they are seldom recognized as experts on their topics.

The Preparation Outline

Title

- I. Introduction
- II. Body
 - a. Main Point
 - b. Main Point
 - i. Sub-point
 - ii. Sub-point
- III. Conclusion

Body

1. Build the body first.
2. Figure out what you will be focusing on.
3. Have at least 3-5 main points.
4. Once you have decided on your main points, put them in order of least important to most important or vice versa.
5. Each point needs to be backed up with additional evidence.

Introduction

The beginning prepares the listeners for what is to come.

1. Get attention.
2. Startle the audience with an arresting statement.
3. Arouse curiosity.

Conclusion

1. Let the audience know you are ending.
2. Reinforce the central idea.



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Title

1. Short
2. Precise
3. Summarizes the main point of your speech

Visual Aids

- Clarify what you are talking about.
- You can come across as a better speaker, more credible, more professional when you use visual aids.
- You can use: objects, models, photographs, drawings, videos, charts.

Handouts

- Distribute handouts after your presentation.
- Tell the audience that handouts will be provided at the end.
- Have enough handouts for everyone.

Body language

- Body posture
- Hand gestures
 - Keep hands by your side when not gesturing.
 - Do not place your hands on the podium.
 - Hand gestures should be about chest level.
 - Open hands convey openness and encourages trust.
- Eye contact
 - Look at them pleasantly and smile.
 - Let them know you are there to help them grow and encourage them.
- Facial expression
 - Initial feeling an audience gets from a speaker comes through facial expressions.
 - Be yourself.
 - Facial expression should say "I am pleased to be able to talk with you."

Practice

- Prepare speaking outline.
- Practice aloud.
- Polish and refine delivery.
- Present under similar conditions.



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Overcoming Stage Fright

Tips for Overcoming Fear

- Pick your own subject matter.
- Follow the “as if” principle.
- Put on a happy face.
- Think positively.
- Picture your audience as friendly.
- No apologies.
- Pray again, again, and again.