

Public Speaking 101



BEFORE



AFTER

Meetings.....Presentations....Trainings

Western Fairs Association – 2017
Presented by~ Carol Scofield

The Three P's of Presenting...

▶ Preparation

- ▶ What's your goal?

Preparation

- ▶ Who's your audience?

Preparation

- ▶ Tools of the trade



Tools of the Trade....

▶ Audio Visual

- ▶ Check it out ahead of time
- ▶ Microphone
- ▶ Power Point
- ▶ Handouts



Summary: “community idiocy” vs. “community intelligence”

What drives us crazy today	Our best team experience... EVER
<ul style="list-style-type: none"> • NOT putting the patient FIRST • Self serving/W.I.I.F.M. • Entitlement • Lack of flexibility • Not receiving complete information about patients • Lack of appreciation toward each other • Lack of positive attitude (bad attitude exists) • A culture of blame and threat • Lack of common courtesy • Ego, ego, ego; Temper, temper, temper • Lack of self and situational awareness • Feeling you are imposing on others when it should be their job • Lack of enthusiasm • People who are unapproachable • Lack of respect toward each other 	<ul style="list-style-type: none"> • Incredible communication among all members of the team • Common goal/consensus • Teamwork • We listen to each other • Mutual respect • Appreciation for each other • Coordination of effort • We gave each other the benefit of the doubt • Learning from each other <ul style="list-style-type: none"> • Nurses teaching physicians and vice versa • Clinical knowledge + intimate knowledge of the patient • Preparation and anticipation • Role clarity that transcends the hierarchy (everyone pitches in)
Costs of the current state	Benefits of the ideal state
<ul style="list-style-type: none"> • Everything • Undermines good patient care • Poor quality care • Loss the hospital’s reputation and standing in the community • Increased cost of care • Inefficient operations • Negative working environment • Hijacks our intelligence • We hold back on speaking the truth • Negative impact on recruitment and retention • Severe outmigration • Loss of staff • Loss of revenue which impacts everyone in the community • The community loses a critical resource • Lack of creativity (stagnation) 	<ul style="list-style-type: none"> • We would actually solve problems • Improved communication between the hospital AND physicians (and vice versa) • Easier to recruit and retain nurses, physicians and others • Improvement in patient care • Less outmigration of patients • A happier working environment/higher job satisfaction • A lot less stress • Less waste (time, money and emotional energy because we can get more done in less time) • Safer, higher quality care for our patients • More community confidence in our ability • We would build trust

Forming a Team that Works

Success Breeds Success

- ▶ What is already working?
- ▶ Where has your team been successful?
- ▶ What are your team's strengths?
- ▶ Where are you making progress?



Maximizing Visual Aids...

- ▶ When creating slides, be **clear, brief & simple**
- ▶ Test your presentation on various operating systems... **Mac, Windows, etc. & test using projector ...YouTube video**
- ▶ Use **LARGE**, plain fonts
- ▶ Keep graphics **simple & few** in number

A Thought....

“ The best way to sound like you know what you’re talking about is.....to know what you’re talking about.”

Unknown

Room Layout....

- ▶ Classroom
- ▶ Theater
- ▶ Aisle
- ▶ Be Seen



Visibility.....



Appearance.....



Body Language....

7 % words you use

38 % tone of voice

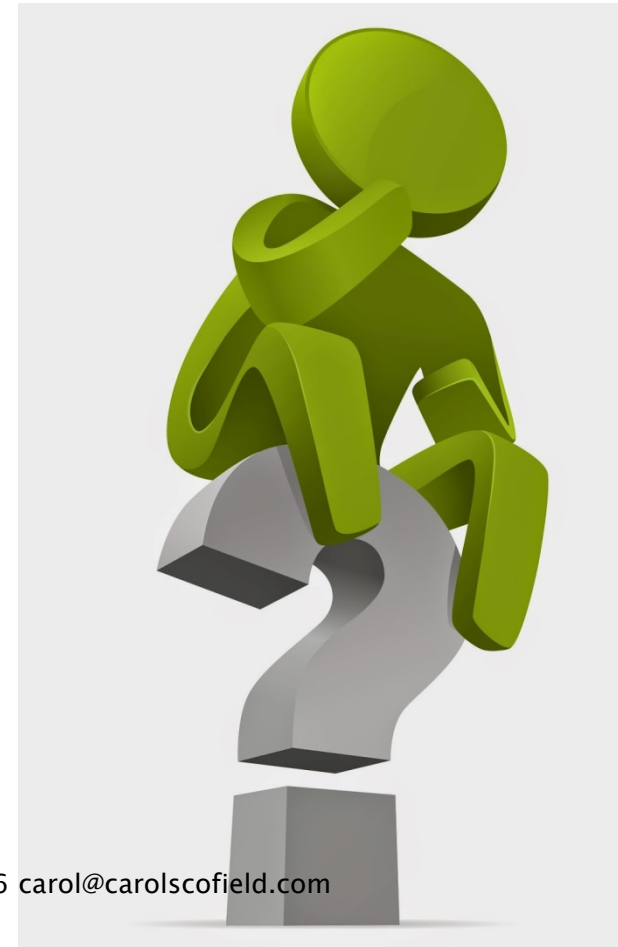
55 % of your message

Connection....

- ▶ Get them involved
- ▶ Ask your audience to write things down
- ▶ Remember their names
- ▶ Speak enthusiastically
- ▶ Use analogies and stories where appropriate
- ▶ Talk with, not at, your audience

Questions & Answers....

- ▶ Come up with three–four questions
- ▶ Repeat the question



Content.....

- ▶ Opening – Tell them what you’re going to tell them....
- ▶ Don’t write out – bullets – power point
- ▶ Do practice – memorize open and close
- ▶ Have more than you need
- ▶ Use appropriate language for audience

A Thought...

There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience”

Alexander Gregg

Confidence....

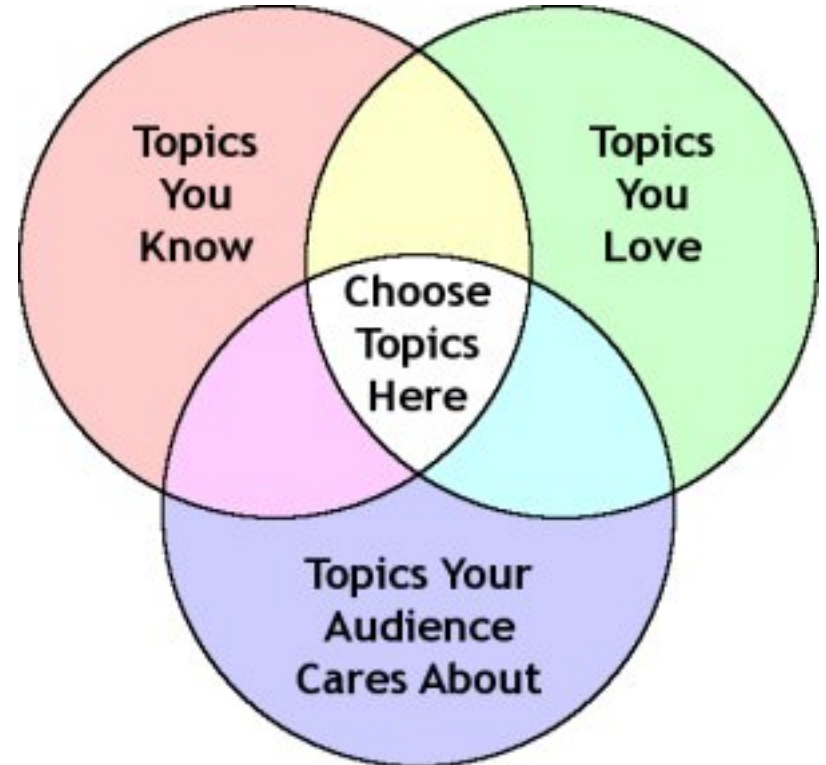
- ▶ Nervous habits
- ▶ “Light weight” language
- ▶ “I don’t know.”
- ▶ Fake it until you believe it!



A Thought....

“You can speak well if your tongue can deliver the message of your heart.”

John Ford



Putting It All Together.....

- ▶ The Opening – a Question, Quote, Challenge
- ▶ The Body – 3 Major points
- ▶ The Close – Summary – Call to Action



A Thought...

"Make sure you have finished speaking before your audience has finished listening."

Dorothy Sarnoff



Contact Me.....

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