

Presenting Excellence

Skills to enable you to be the best public speaker you can be

Useful Skills for Attorneys

- External presentations
 - Court appearances
 - Attorney meetings
 - Client meetings
 - PBI presentations
 - Training sessions
 - Agencies and boards
 - Teleconferences
 - Bar Association

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Useful Skills for Attorneys

- Internal presentations
 - Firm meetings
 - Staff training
 - Witness meetings
 - Staff and section meetings
 - Friends gatherings
 - Family meetings
 - Social occasions

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Speakers are leaders

- Great leaders are great communicators
 - Winston Churchill
 - Colin Powell
 - Ronald Reagan
 - Maya Angelou
 - Barack Obama
 - YOU

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Gain Audience Commitment

- Relate to them by –
 - Being authentic
 - Being passionate
 - Being humorous
 - Being trustworthy
- If you can't benefit the audience, sit down.
- You must believe in yourself or they won't.

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They don't care what you know until they know that you care.

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The Biggest Mistakes

- 1. Failing to start and end strong
 - Introductions that connect rather than separate you from the audience
 - Write it out for the introducer
 - Weak beginnings
 - "I apologize for . . ."
 - "I don't have enough time . . ."
 - "I don't need the microphone." YOU DO!

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➤ Strong Beginnings

- Make it attention grabbing
 - A question
 - A startling statistic
 - An "in your face" statement
 - A good quote
 - Answer questions on their minds
 - A news headline
 - Start strong in ANY setting
- Memorize it.
 - "Begin with the end in mind." *The Seven Habits of Highly Effective People*, by Stephen Covey

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➤ Weak Conclusion

- "I left time for some Q & A." This is sure to end on a fizzle.
 - Anything bland
- Memorize the conclusion and the beginning and let the rest just flow.

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➤ Strong Conclusion

- After the Q&A, tell a story that ties to your main theme.
- Summarize points made in the presentation.
- Conclude with a quote, question, or call to action.
- Refer back to the beginning.
- End on time. You do not have to cover everything on the outline.
- "I'll take questions and *then* move to our closing point."

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The Biggest Mistakes

- 2. Monotone speaking or filling time with annoying speech habits
 - Be yourself.
 - Speak conversationally, but project.
 - Minimize use of "legal" vocabulary.
 - Use natural gestures

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Avoid Boredom!

- Vary tone, inflection, and volume
- Vary pitch. Sameness is boring.
- Pause before an important word or point.
- Don't raise pitch at the end of a sentence.
- Vary pace. Sometimes speak fast, sometimes slowly.
- Speak loudly when you want power and softly to set a quiet tone.

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Avoid Boredom!

- Avoid fillers – i.e., “um” and “you know”
- Write PAUSE in your notes. Silence can be a speaker’s best friend.
- Eye contact with individuals. Avoid “grazing” or “machine gunning.”
- Consider physical involvement
- Move but move with a purpose.

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Avoid Boredom!

- Use short sentences, even fragments
- Answer questions on their minds
- Tell a story (even if you made it up)
- Show passion when appropriate – it gives energy.
- Don’t fake enthusiasm. They will feel that.

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Be a Specialist

- Resolve to know more and more about less and less.
- Being immersed in a subject allows you to speak with power and confidence.
- Become so knowledgeable about your subject that your reputation is that of a leading expert.

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Respect the Audience

- Start and stop on time.
- If there is a break, get their agreement as to when to resume, and stick to it.
- Repeat every audience question to be sure all have heard it.
- Ask that cell phones be turned off.

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- If possible, invite questions and answer them as they arise.
- What do people remember most about a speaker, their content or their delivery?
- They may forget what you said, but they’ll remember how you made them feel.
- Too often we focus only on content.

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The Biggest Mistakes

- 3. Jamming too much into a presentation.
 - Stick to your major theme
 - Ask yourself, “What do I remember about the last speaker?”
 - “Who cares” test. If no one, delete it.

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The Biggest Mistakes

- 4. Failing to involve the audience.
 - People want to do something – and not just sit.
 - We learn when actively involved.
 - Begins when you arrive. Work the room.
 - Involvement must be appropriate to the room.
 - Show of hands
 - Break into groups
 - Refer to members of the audience

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➤ 4. Continued

- Involvement must be appropriate to the room.
 - Show of hands
 - Break into groups
 - Refer to members of the audience
 - Use music
 - Start with a quiz
 - Involve them continuously, saying “we” and “you” and not “I.”

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- 5. Reading a speech word for word (the best way to lose audience connection)
 - Use a keyword outline
 - Can be note cards
 - Can be PowerPoint
 - Avoid noisy sheets of paper
 - Using handouts?
 - Make additions or annotations on your copy only
 - Using notes?
 - Place them on the lectern or a music stand

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"Be who you are and say what you feel,
because those who mind don't matter
and those who matter won't mind."

Dr. Seuss

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Transform Speaking Anxiety into Performance Energy

- Fear of public speaking is the number one fear. Why?
- Fear prevents us from accepting speaking opportunities that may advance our careers.
- Fear deprives others of your wisdom.
- Do we have to know more than everyone in the room before presuming to speak or be a leader?

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Quick Tools to Eliminate Fear

- Visuals are your “key words” to prompt your thoughts.
- Page numbers: Always number your note cards or pages.
- Large Type: Key word outline in 18 point type.

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- Practice in front of a mirror
 - Maintain eye contact
 - Use gestures
 - Smile
- Practice in front of a colleague and ask for an honest appraisal
- Practice using the equipment you will use
 - Flip chart
 - Overhead projector
 - Video data projector

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Dealing with Anxiety

- Stop the negative talk.
- Never forget: Speaking is a **learned skill**.
 - You don't have to be the perfect speaker.
- Practice, practice, practice
 - Use audio/video tape
 - Assemble a small group and ask for feedback
 - Hire an executive speech coach
 - Practice in the room where you will speak – at the minimum, arrive early and get a feel for the room.

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- Always relax before saying your first word by using a routine
 - Deep Breathing
 - Music
 - Candle
 - Greet people at the door
 - Smile
 - Mental attitude – you are there to help people

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•“Even if you pass out, get tongue tied, or say something stupid . . . they won't care! As long as they get something of value, they will be thankful.” Morton C. Orman, M.D.

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Common Mistakes with Visuals

- NEVER stand in the dark.
- Don't stand in the back of the room.
- Use visuals to emphasize points and use handouts for the details.
- Don't talk to the screen unless emphasizing a point.
- Look at the screen, then turn to the audience and talk.
- Use a laser pointer.

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- PowerPoint is not an entertainment medium.
- Be cautious when selecting a PowerPoint background.
- Use dark background and high contrast letters such as blue with white or yellow lettering.
- Never place too much on a slide.

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- Consider a “fun bullet” or slide to throw them a curve.
- Don’t read the bullets word for word – use as key words to prompt you.
- Consider placing the screen to audience left as people read from left to right.
- Use an overhead projector too, especially if live drawing enhances your presentation.

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Setting up the room

- **IF** you have a say in this –
 - Classroom style preferred
 - Leave an aisle to get to the people
 - Avoid too many empty seats
 - Avoid overhead lighting that washes out your PowerPoint
 - Avoid sunlight that washes out your video
 - If your goal is for them to sleep, darken the room.

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