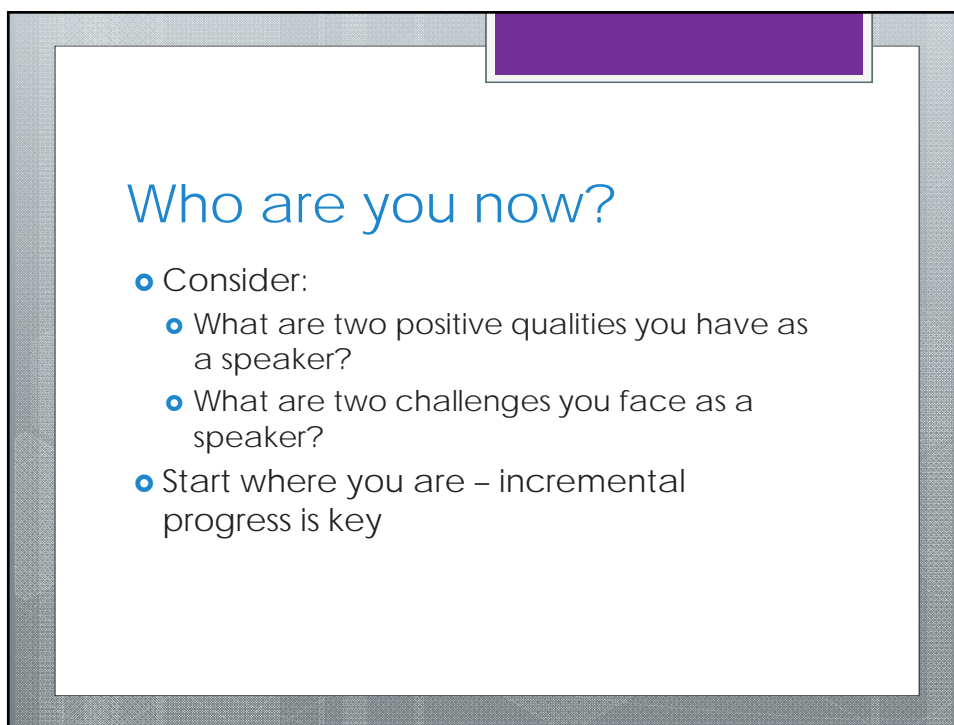


Effective
Communication
and Public
Speaking

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Who are you now?

- Consider:
 - What are two positive qualities you have as a speaker?
 - What are two challenges you face as a speaker?
- Start where you are – incremental progress is key

Success Strategy

- Create a speaking success file. Record your strengths and challenges. The next time you speak make a plan to maximize the positives and address the challenges. Record your outcomes. Continue to do this until you have mastered your challenges. Then, choose two new positive and two new challenges to strategize.

Before any speaking occasion, consider:

- Your role
- Your goal
- The speaking context
- The audience
- The relationship between speaker and audience
- The content of your message

Effective speaking is ...

- Simple
- Well-organized
- Appropriately formal or informal
- Reflexive
- Narrative
- Appropriately humorous

Effective public speakers

- Ethos
- Identification/(dis)identification
- Rapport
- Inclusivity
 - Totalizing statements
 - Identity of the speaker
 - Identity/ies of the audience

Success Strategy

- Start analyzing your written messages for these same qualities. When possible, edit your writing to maximize these qualities.
 - Add in brief ethos and/or (dis)identification statements
 - Can you be more narrative and informal to build rapport? Is this a time for more formality?
 - For special assistance with bias free language, go here:
 - <http://www.unh.edu/inclusive/bias-free-language-guide>
- Include these exercise in your success journal to offer templates and remind you of successes!

Organization & Audience

- Introductions/purpose
 - Connect with your audience
- Order of information
 - Balance
 - Coherence
 - Completeness
 - Why your audience should care
- Conclusion/reminder of purpose
 - Connect with your audience again

Language

- Transparency in language
- Concrete words
- Active voice
 - <https://owl.english.purdue.edu/owl/resource/53/9/05/>
 - Making the agent the subject who does: I will call you
 - Reverse – making the agent the object to whom or by whom something is done: You will receive a call from me
- Limiting or defining jargon
- Limiting or eliminating verbal fillers

Success Strategy

- For every message you plan to deliver, write an outline or a full text. Spot check your message for organization, audience centeredness, and effective language. Make adjustments to ensure maximum power in every message.

Verbal/vocal presentation

- Volume
- Rate (120 and 150 wpm)
- Pauses
- Articulation/Enunciation/Pronunciation
- Inflection
- Attitude

- What are your vocal communication strengths? challenges?

Nonverbal communication

- Appearance
- Stance/Movement/Gestures
- Eye contact/Facial expression
- Emotion
- Use of notes

- What are your nonverbal communication strengths? challenges?

Success Strategy

- Find a speaking buddy. Using messages you have to deliver, or other written messages, practice your delivery in front of each other. Critique each other on successes and opportunities (most effective when written). Meet regularly to form a speaking development partnership.
- Tape yourself! Using video and audio, record and analyze yourself. Perform self-critique as directed above. Watch yourself grow!