

**YOUR GREAT GUIDES TO EFFECTIVE PUBLIC
SPEAKING & PRESENTATION IN FRONT OF
ANY SIZE OF AUDIENCE!**

EFFECTIVE PUBLIC SPEAKING & PRESENTATION SKILLS

**MASTER THE TECHNIQUES & SECRETS TO SPEAKING &
PRESENTING CONFIDENTLY & EFFECTIVELY IN FRONT OF
ANY SIZE & TYPE OF AUDIENCE!**



TAIDIN SUHAIMIN

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MASTER THE 4 PS & 7 STEPS TO EFFECTIVE PUBLIC SPEAKING

Public speaking is one of the most important skills you will ever develop in your life.

This "*Effective Public Speaking & Presentation Skills*" book outlines and elucidates the 4 Parts or the 4 Ps and the 7 Steps to Effective & Successful Public Speaking and Presentation so that you will be able to speak confidently in front of any size and type of audience without fear, without getting nervous and turn yourself into a confident, effective and great speaker!

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Millions of people have also heard or seen him speaking over Radio and TV.

Books that Taidin has authored include:

1. *Awakening The GIANT In You!*
2. *Membangunkan GERGASI Dalam Diri Anda!*
3. *101 Ways To Succeed Every Day!*
4. *Effective Public Speaking & Presentation Skills*
5. *Motivasi, Teknik Belajar & Strategi Cemerlang Menghadapi Peperiksaan*
6. *Petua-Petua Kesihatan, Kecantikan Diri, Masakan & Rumah Tangga*

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EFFECTIVE PUBLIC SPEAKING & PRESENTATION SKILLS



INTRODUCTION

It is a well-known fact that public speaking is a common source of stress for everyone - even to seasoned speakers! Whether you work on your own or with large number of people, like it or not, sooner or later you will have to speak in public to get certain tasks done and to be successful.

This "*Effective Public Speaking & Presentation Skills*" book outlines and elucidates the 4 Parts or the 4 Ps and the 7 Steps to Effective & Successful Public Speaking and Presentation so that you will be able to speak confidently in front of any size and type of audience without fear, without getting nervous and turn yourself into a confident, effective and great speaker!

WHAT IS PUBLIC SPEAKING?

Public speaking is a communication process between a person and an audience. It can take several forms such as lectures, speeches, debates, briefing or presentations.

A lecture, speech, debate, briefing or presentation requires both a presenter and an audience. It is generally used to inform others of your ideas, to persuade people toward your point of view, to entertain them as in after-dinner speeches or celebrations or to accomplish a special purpose.

The basic principles of a good presentation have nothing to do with the size of the audience or with formality or the lack of it. Strictly speaking, a single person can constitute an audience. In fact, almost any discussion can be a presentation.

WHAT EXCELLENT PUBLIC SPEAKING SKILLS CAN HELP YOU ACCOMPLISH?

- *Get ahead professionally.*
- *Sell your ideas to management, subordinates, and peers.*
- *Promote your organization or group.*
- *Obtain budget approval.*
- *Stand out from the crowd.*
- *Build your self-confidence.*
- *Show leadership ability.*

TYPES OF SPEECHES

WRITTEN SPEECH

The most formal kind of business speaking is a written speech. With this way of delivering a speech, what the audience hears is, basically, what the speaker is reading, word for word, from the manuscript. There are few, if any, deviations of the spoken word from the printed manuscript. Additions, deletions or changes from the manuscript are seldom made.

There are occasions when reading the manuscript is an important way to present a speech. Here are some of them:

- *When the speech involves important and sensitive issues that require exact wording.*
- *When exact details of events, dates or policies are essential.*
- *When copies of the speech have been released in advance.*
- *When the speaker must stick on to a tight time schedule.*

This may seem a safe way to present a speech. But, often the dangers in our life are where they are least expected.

There are some things that can go wrong.

- *You might present such excessive detail that you lose the audience. This commonly happens when professional papers or technical reports are involved.*
- *You may unconsciously begin to read in a monotone voice – no voice inflection rhythm. The audience will fall asleep.*
- *The audience may immediately sense the presence of the manuscript. If they do, a barrier will go up!*

If you do decide to read your speech, here are some suggestions for doing it effectively.

- *Prepare the manuscript in double-spaced, large-type print. Underline key sentences. Make it easy to read.*
- *Read the final manuscript over and over again. Have it almost memorized.*
- *Look at the audience while you speak. Glance at the manuscript only occasionally to directly read significant but brief details.*
- *Avoid the sleep inducing “reader’s voice.” Speak in a natural manner. If you do it right, the audience will hardly know you are reading the speech.*

EXTEMPORANEOUS SPEECH

Often, the term “extemporaneous” is confused with the term “impromptu.” An extemporaneous speech is delivered using notes and according to a carefully predetermined plan. However, the speaker is so familiar with the plan that little, if any, visible reference is made to it during the presentation. Consequently, the audience becomes more attentive and receptive. Tests have shown that an audience retains about 35 percent more from an extemporaneous speech than from any other.

A key characteristic of extemporaneous speaking is its naturalness. It conveys the personality of the speaker to the audience.

The extemporaneous speech is suitable for all occasions. With the exception of short, memorized portions from the main body, your material can usually be most effectively presented in the extemporaneous manner.

Even seasoned speakers often read word for word from a cue card to give the illusion of an extemporaneous speech.

Whether it is a sales presentation, an acceptance, or simply the introduction of another speaker, an extemporaneous speech is the best way to keep an audience's interest.

However, because of fear, many speakers avoid extemporaneous speaking in favor of reading the speech. The mere mention of speaking from only notes causes terror and trembling.

Here are some suggestions for speaking extemporaneously.

- *Prepare a written manuscript.*
- *Read it over many times. Become thoroughly familiar with it.*
- *Prepare a speaking outline consisting of the main speech topics, including brief material you want to quote directly. There are two ways to do this.*
- *Use standard eight-and-a-half by eleven-inch paper or. For convenience at the lectern, use five-by-eight-inch cards; or make a chronological list of the main topics on small, palm-held cards. You will greatly appreciate this method at those unexpected times when a speaker's lectern is unavailable.*
- *Memorize the main topics of the outline and then practice delivering the speech using the outline only as a prompter. Check to make sure you stay close to your manuscript.*

Engaging the audience is easier when speaking extemporaneously as you can exercise better eye contact. Eye contact is a powerful way to connect with an audience.

This speaking style allows for flexibility. Important questions can be answered without throwing the speaker off – a quick check of the notes will put the speech back on track. The audience will feel more connected to a speaker that can adapt to its needs.

“The best speakers learn to write their speeches down, but they neither memorize nor read them. The best audience connections come from somewhere in between.”

- Terence P Ward

MEMORIZED SPEECH

One way to deliver your speech is to memorize it, word for word. Some speeches are suited to memorization, others are not.

HERE ARE SOME SPEECHES THAT ARE APPROPRIATE FOR MEMORIZATION:

- *A short speech. A speech that lasts from four to six minutes is the easiest to memorize. It's possible, of course, to memorize longer speeches. However, it's best for you to stick to the short ones.*
- *An especially dramatic or humorous speech where you desire an unusually close relationship with the audience.*
- *A speech that will be repeated at other places to different audiences.*

Keep in mind that some very bad things can happen to you while presenting a memorized speech. Your mind might go blank, or you might singsong your way through the entire speech; no tonal variety, no voice inflection, and no speech rhythm, not very impressive.

Memorizing a speech makes it difficult to stop for questions. The speaker can easily lose his train of thought, and not remember his place in the text. If you decide to memorize, be aware of them.

So how do you avoid these pitfalls? Knowing the possible problems is a step toward the solution.

HERE ARE SOME SUGGESTIONS WHEN MEMORIZING A SHORT SPEECH:

- *Divide your speech into 10 to 15 small, logical parts. Each topic or set must be closely related.*
- *Slightly reword the end of each part so it has a key word or phrase that is closely related to the general idea of the next part. These key words will automatically get you started on the next part.*
- *Start memorizing early. At first, concentrate on only recalling the words. A few days before the speech, begin practicing with proper inflection, pauses, etc.*
- *Prepare a small slip of paper, listing in chronological order of the key words to successive parts of the speech. It is your hand-held "promoter" just in case you need it. You'll feel better having the insurance. No one will even know that you have it.*

"Great orators of a century ago would memorize speeches of an hour or more as a matter of course. These speakers were more showmen than anything else, and they crafted their performances as carefully as any actor on stage today. In addition to the words they spoke, they also learned the intonation, facial expressions, and gestures that made their long litanies interesting to their audiences."

- Terence P Ward

IMPROMPTU SPEECH

An impromptu speech is delivered with no predetermined detailed plan or outline. The speaking occasion arises unannounced and probably unexpectedly. So, the ability to speak in the impromptu manner is a great asset.

This does not mean that the capable impromptu speaker is either unprepared or uninformed. She or he is equipped with the tools of prior experience; listening, reading and thinking about the subject.

Whenever the “unexpected” occasion does arrive, do some thinking at your seat. Don’t leave it all to thinking on your feet. Mentally form a short plan based on the following outline:

- *State the main idea*
- *Develop the argument*
- *State the conclusion*

Stand and concisely present the impromptu speech from your mental outline.

If you have nothing to say, don’t stand up. Avoid unprepared speaking at all costs – it leaves a strong impression of a lack of professionalism.

Very few people can present a speech in an organized fashion without some type of notes to guide them.

A COMBINATION OF WAYS

Often there are occasions when memorization and reading can be effectively combined with the extemporaneous method.

Memorization of brief passages requiring the exact, predetermined wording can achieve the extemporaneous effect, yet, retains the preciseness of thought.

Also, purposefully reading short, important passages can lend emphasis and dramatic effect to the extemporaneous speech.

PURPOSES OF SPEECHES / PRESENTATIONS

Before beginning any formal communications, you must determine the objectives of your speeches or presentations.

- *Is it to persuade?*
- *Is it to inform?*
- *Is it to entertain?*
- *Or, is it a combination of some or all of these?*

Your decision will have a major influence on how you develop your materials for presentation and on the presentation itself. Persuasion is always the general objective of a presentation, but in addition, there is a requirement for a presentation to have a distinct objective, which you make known to your listeners in your presentation opening.

PERSUASIVE (SALES) PRESENTATIONS

The main purpose of a persuasive presentation is to convince your audience to accept your proposal or to get them to take action or *to* change people's minds or behavior about something.

While all communication acts can be said to have some persuasive intent, the goal of a persuasive speech is focused on a specific agenda of attitude change and action.

During sales and other persuasive presentations for example, you're trying to convey a specific opinion, conclusion, recommendation, or a point of view.

In many cases, you're trying to convince your audience to take a specific action – to buy a product, sign off on a project, or perhaps even hire you to work in a certain slot in their organization.

The important parameters for these presentations include:

- *Your level of belief, commitment and enthusiasm for the “product” you’re pitching.*
- *Your expertise on the topic of your presentation.*

It's almost impossible to give a convincing sales or persuasive presentation for a product you don't believe in.

INFORMATIVE PRESENTATION

Informative presentations focus on helping the audience to understand a topic, issue, or technique more clearly.

This might involve providing information about a person, and animal or an object. It might center around information regarding a process, a 'How to' speech e.g. How to Surf the Internet.

The main purpose of informative speaking is to provide information without promoting a specific viewpoint or advocating specific actions from the audience. The informative presentation attempts to present facts in such a way that the audience can grasp and remember them.

The main elements to writing a successful and effective Informative speech are:

- *Your understanding of important facts and issues.*
- *Your expertise on the topic of your presentation.*
- *Your ability to explain the subject.*

The Structure and Outline of a good Informative Speech:

- **Your Opener** - the opening, ice-breaker or attention grabber.
- **Introduction** - Tell them what the speech is about and what your main points will be.
- **Knowledge** - Establish credibility by demonstrating expertise and knowledge of the subject - conveying information, presenting ideas, facts and statistics to adequately inform the audience about the subject.
- **Confirmation** - Confirm and repeat the key points.
- **Conclusion** - Try to end with a memorable punch line or positive statement.

ENTERTAINING SPEECH

The main focus of entertaining speech is to entertain the audience. Although these speeches can also inform and persuade, the general goal of the speaker is entertainment.

PURPOSE

The obvious purpose of this speech is to engage the audience on a lighter level. Do not confuse this speech with stand-up comedy. While there is an element of humor in the entertaining speech, there are some key features which should be recognized.

TOPIC

The entertaining speech can be about nearly any topic under the sun. While storytelling is an element of the speech, simply telling a story with no topical or thematic focus will be insufficient. Generally, you need to choose a topic which can be explored from a variety of angles.

Here are some examples of entertaining speech topics:

- *Extreme golf courses in the world.*
- *How to impress woman?*
- *Shopping guide for a man.*
- *Creative marriage proposals.*
- *Clean your house in 30 minutes.*

STRUCTURE

The introduction is extremely important in this speech. You are inviting the audience to take a small journey into the way you see things in the world, so the path must seem inviting.

TIMING

One of the most important elements of delivery for this speech is timing. Timing is essentially the rhythm that the speaker creates with rate and pause. Think about those people you know who are very good at telling jokes. Notice that one of the reasons they are good at it, is that they have an innate feel for timing. Timing, like all other aspects of delivery takes PRACTICE.

HOW TO DELIVER AN ENTERTAINING SPEECH

Here are five entertaining speech tips:

- *Organize and structure your entertaining speech.*
- *Establish your speech writing goal or purpose.*
- *If you tell funny or humorous things about some individuals, don't insult and be sensitive.*
- *Try to deliver your speech extemporaneously as much as you can. So, practice a lot. Ask a friend if it's entertaining enough.*
- *Practice on timing the flow of your entertaining speech topic. Practice until it all comes easily.*

Be yourself. Don't try to imitate other noted comedians.

SPEECHES WITH SPECIAL PURPOSES

There are a variety of speeches with special purposes such as speeches of introduction or speeches to eulogize or rave about.

Speaking to eulogize or memorialize means, the speaker wishes to call attention to a certain person or past event and paint them in grand terms.

A funeral eulogy and Memorial Day speech are good examples of such speeches.

IDENTIFYING & DEVELOPING YOUR SPEAKING STYLES

A speaker's style is the general way of selecting, using, expressing and emphasizing words. The speaker's personality is reflected in the style of his or her delivery. Hence, you cannot mask your personality from your speaking style. In time, your true personality will be revealed. This gives a clue on the importance of developing an effective and pleasing style of speaking.

IDENTIFYING YOUR STYLE

There is no single correct style. Styles vary widely among successful speakers. Here are examples of accomplished speakers having widely differing styles. In each case, the style reflects a measure of the character of the speaker.

ACCESSIBILITY

Charles de Gaulle, the French national leader, at all times maintained a style of regal aloofness or unfriendliness from his audiences and devoted following. Former U.S. President *Harry Truman*, on the other hand, spoke with extreme candor and frankness.

SPEED

A characteristic of *Billy Graham's* effective style is a rapid speaking rate, conveying a sense of urgency to his message.

WORD SELECTION

William Jennings Bryan, the “man with the golden tongue,” had a style for flamboyant expression using colorful phrases and unusual smiles. *Abraham Lincoln* invariably conveyed his ideas with well-chosen, unadorned, simple words.

HUMILITY

A distinguishing feature of *Booker T. Washington* was extreme modesty and humility. The style of *General Douglas MacArthur* emphasized confidence and assurance to such an extent that humility was lacking.

DEVELOPING YOUR SPEAKING STYLE

This is where the term “art” comes from. Often art is regarded as an inherent, not an acquired talent. For some forms of art this is true. Speaking style is an art, but it can be developed.

Here are some thoughts about developing a pleasant speaking style.

ENDURING IDEAS

Lincoln's debates with *Stephen Douglas* did not get him a seat in the U.S. Senate. But *Lincoln* is now remembered for greater goals. Both *Hitler* and *Mussolini* had a dynamic speaking style—but they didn't last.

SINCERITY

Effective speech must come from one's convictions. Nothing replaces sincerity. *Will Rogers* was one of

America's most beloved humorists, a sincere, funny man. He loved people, and he meant it when he said, *"I never met a man I didn't like."* His audience understood.

ENTHUSIASM

Become genuinely interested in what you talk about. *Ralph Nader*, an effective speaker, violates many "rules" of speaking. He walks to the lectern carrying an outlandish armload of books, rolled-up newspapers and reports to support his ideas. He is always enthusiastic about this urgent message.

BEING YOU

You are free to use any style, provided it is natural, sincere and effective. But you must be yourself. Be honest, loving and sympathetic. Applause will come voluntarily from those who know what to applaud. Don't try to be someone else by adopting a style you admire—develop your own style.

IMPROVING YOURSELF

Don't remain the same person tomorrow as you are today. Discover where your shortcomings are. Continually repair them; study other speakers. Improve yourself—improve your style.

QUESTIONS YOU SHOULD ASK YOURSELF BEFORE ACCEPTING AN INVITATION TO SPEAK

Receiving an invitation to speak is a distinct honor. But with it, comes a responsibility.

The first question you should ask yourself before accepting a speaking engagement is *“Do I have sufficient time to prepare?”* Preparing a speech can take a lot of time. Depending on the amount of knowledge you already have about the subject, you will need about an hour of preparation for each minute at the lectern.

Next, ask yourself, *“Am I excited about the subject and eager to share what I know with others?”* No matter how knowledgeable you are about the subject, if you're not excited about it or about sharing what you know with others, it's going to be difficult to convey the proper enthusiasm to your audience.

If you can't accept a speaking engagement, be ready to suggest someone else who might be able to handle it.

THE KEY TO A WINNING PRESENTATION

The easiest way to win a pitch is to **win it before the presentation**. Make no mistakes, by investing a great deal of time, not in the presentation, but in the days and weeks before the presentation.

The secret to good presentation is organization! If you know how to organize a presentation effectively, you can talk about anything, anywhere, and sound like a pro, even on a moment's notice!

THE FOUR-STEP PROCESS TO EFFECTIVE PRESENTATION

Delivering your presentations effectively involves using a proven four-step process.

Follow this process / guideline and you and your message will have high impact on your audience.

- *Planning*
- *Preparing*
- *Practicing, and*
- *Presenting.*

PART 1

PLANNING

STEP 1

AUDIENCE ANALYSIS - GATHERING AUDIENCE INFORMATION



THE AUDIENCE ALWAYS COMES FIRST - IMPORTANCE OF KNOWING AUDIENCE INFORMATION

Once you've accepted a speaking commitment, you need to gather audience information. Knowing this information ahead of time will help you make the best possible presentation.

IMPORTANCE OF KNOWING WHAT YOUR AUDIENCE EXPECTS TO ACCOMPLISH FROM YOUR PRESENTATION

The first step is to focus on what your audience expects to accomplish from your presentation. In order to do this, you must learn everything you can about your particular

audience. The more ways you can find to connect with the audience, the more reasons they have to listen to you.

Remember at all times that the audience is the reason for the presentation. You are on the platform to do something for those people seated before you, and they owe you nothing unless you earn it. If you get their approval – smiles, applause, congratulations or other manifestations – it is because you have earned it. They don't applaud merely to be polite.

Audiences Are Egocentric. Audiences care most about things that directly affect them. They have come to gain certain information. They are willing to pay with their times, as the minimum price. They have agreed to give up their time to sit through a presentation with the expectation of getting what they want.

It's important to determine the make-up of the audience that you will address. Knowing this information will not only help you determine what to say, but how to say it. Nothing is more frustrating for an audience than hearing irrelevant, confusing, or inaccurate information.

If you fail to understand your audience, you will probably fail to achieve the objective of your presentation. You should always find out from the organizers of the event about the audience.

DIFFERENT GROUP OF PEOPLE NEED DIFFERENT APPROACH OF ADDRESSING

Think of the following groups and the different ways you should address them.

SUPERIORS

If you are speaking to a group of your superiors, you should make your presentation formal, and suggest. Don't lecture or dictate. For example, "Given our most recent market analysis, I would recommend the following plan."

PEERS

If you are speaking to your peers, relate or share information with them. It also a good idea to involve your peers in the presentation, if possible. For example, "Bob, your department did an outstanding job in this area. Can you give us some pointers?"

SUBORDINATES

Use demonstrations and details to relate facts to subordinates. For example, if you are explaining how to prepare departmental budgets to a group of subordinates, have samples available so that they can see how you want it done.

SPECIAL INTEREST GROUPS

When addressing special interest groups, you should focus your comments on what matters to them. For example, if you are talking to a group that is concerned about safety on the job, tell them what your company is doing to ensure

the safety of its employees. Don't provide the group with a presentation on your newest product or the company's growth. Relate information to these individuals by persuading, convincing or giving opinions.

MIXED GROUP

If you are addressing a mixed-up group, such as peers and subordinates, use a combination of the previously stated techniques in an effort to reach everyone.

UNDERSTANDING THE FIVE BASIC TYPES OF AUDIENCE

There are five basic types of audience that you will encounter:

THE UNINFORMED AUDIENCE

Uninformed audiences are people who are unfamiliar with a topic that you are to present. Hence, they generally try to associate it with something that they do know about. In this situation, your goal should be to inform your audience so they will have a clear understanding of this new information.

THE FAVORABLE AUDIENCE

Favorable audiences are people who support either you personally or your attitude and beliefs. However, you can't take a supportive audience for granted. You can assume areas of agreement. In this situation, you must look for ways to reinforce their existing attitudes toward you.

THE APATHETIC AUDIENCE

Apathetic audiences are people who are indifferent or not care to become involved. In this case, you will need to study your audience carefully to determine the nature of their indifference.

THE HOSTILE AUDIENCE

Sometimes the audience will be hostile either to you, your position on a topic or both. You should begin with a friendly position – look for areas of agreement. Try to establish yourself as an honorable person. Answer the audience's objections to your proposal with valid reasons and reliable information.

THE MIXED AUDIENCE

You must determine if your audience is a favorable mix that includes favorable, uninformed and apathetic people. One hostile person will make the audience a hostile mix. A hostile mixed audience must be treated as hostile, which requires more documentation and support than a favorable mix audience.

The effective presenter tries to gather as much audience data as possible before, during and after the speech.

Before the presentation, gather your information from program organizers, organizational literature, newspaper stories, casual contacts and office personnel.

During your presentation, your best source of information will be the non-verbal (sometimes verbal) cues given by the audience.

ANALYZING THE AUDIENCE

DETERMINING YOUR AUDIENCE LEVEL OF EXPERTISE OR KNOWLEDGE

Once you've determined who is in the audience, you need to determine their level of expertise. In doing so, consider the following questions:

- ***Are they informed?*** *If so, they will be familiar with the topic, so make sure that the information you provide them is not too basic. If they are informed, suggest rather than lecture or tech.*
- ***Are they uninformed?*** *If they know nothing about the subject you are presenting, be careful not to talk "Over their heads." If you do, they will lose interest and tune you out. If they are uninformed, instruct or teach them.*

GATHERING AUDIENCE DEMOGRAPHIC INFORMATION

Try to gather information about:

THE AGE, GENDER AND OCCUPATION OF THE AUDIENCE

Each audience is different. Young people require a different approach than a mature group does. A predominantly female audience may have different expectations than would a mixed or all-male audience. A cross section of working people may require a different focus than would an audience comprising mostly teachers.

THE BACKGROUND KNOWLEDGE THE AUDIENCE HAS OF THE SUBJECT

This information will help you make assumptions and guide you concerning the language you should use (specialized or general), and the concepts you introduce.

THE ATTITUDE OF THE AUDIENCE TOWARDS THE SUBJECT

Most important, this will allow you to anticipate objections your point of view, so you can deal with these objections in your speech. If you know the attitude of the audience, you will also be able to tell whether you are going to face a sympathetic, hostile or neutral audience.

THE SIZE OF THE AUDIENCE

It is important to know how many people will attend to your talk or presentation. Will the audience be separated from you by a large space? Will the audience be close to the podium? How can you interact as effectively as possible with as many people as possible?

If you have information about your audience well before your presentation, it will make the task of establishing a rapport with your audience much easier.

ALSO, BE SURE TO GET ANSWERS TO THE FOLLOWING QUESTIONS:

- *How long are you expected to speak?*
- *Will the presentation be formal or informal?*
- *How large a group will you address? This information will help you determine the type of presentation you make.*
- *What is the audience's background?*
- *Will there be other speakers? If so, what will they be speaking about? (This will make sure that you don't duplicate material someone else has already covered or material someone else plans to cover after you.)*
- *How will the room be arranged?*
- *Is an overhead projector or other visual aid equipment available?*
- *What exactly will I expected to speak about? For example, if your topic is the company's newest product, what does the group want to know? The benefits of the product? Projected revenues from the product? How the product will be marketed? Or, how to sell the product?*

DEMOGRAPHIC TRAITS

Demographic is statistical information about groups of people. This data tells you about group characteristics, not individuals. Some researchers contend that groups or audiences can be further subdivided into subgroups by combining personality characteristics with demographics.

The resulting "psychographics" are heavily used in marketing research but their measurement and validity may be questioned on a variety of fronts:

- *age*
- *occupation*
- *religion*
- *ethnic or cultural background*
- *social - economic status*
- *gender*
- *educational background*
- *political background*

Demographic information helps guide you when making basic decisions about how to approach an audience. For example, if an advertiser discovers that the audience for a particular television show is 14-16 year olds, then trying to sell life insurance during this program would be a waste of time and money.

AUDIENCE ANALYSIS WORKSHEET

Use this worksheet to record information about the audience.

DEMOGRAPHIC TRAITS

Age range: In what ways will the age of the audience affect how they relate to your topic?

Education level: In what ways will the audience's level of education affect how they relate to your topic?

Occupations: Will the audience share a common occupation? Can you somehow connect your topic to the audience's occupation(s)?

Gender: Will there be any gender-related issues concerning the audience and your topic?

Marital status: Is there a common marital status for this audience? In what ways will that status affect how the audience relates to your speech?

Religion: Does a majority of the audience share a certain type of religious beliefs? Is there any way that this topic might be offensive to someone's value-system?

AUDIENCE ANALYSIS WORKSHEET

Racial / cultural / ethnic background: Does your audience share a common background or ethnicity? How will this relate to your topic? Are there any cultural factors that you should be aware of?

Group membership: Are there any specific groups that your audience might belong to?

Hobbies / Interests: Does your audience share any hobbies or interests?

Disposition toward topic:

Interest?

Knowledge?

Attitude?

Disposition toward speaker:

Credibility?

Reputation?

Expectation?

Disposition toward occasion:

Why is the audience attending this particular occasion?

USAGES OF AUDIENCE INFORMATION

Audience information can be used in the following ways:

TO SLANT THE SUBJECT

Knowledge of your audience will help you select or narrow a topic, state the central idea, and plan the design of your presentation.

TO SELECT THE SUPPORTS

Knowledge of your audience will tell you what kind of support you will need for your presentation. An anecdote? An analogy? Statistics? Other data?

TO MODIFY YOUR DELIVERY

In planning your delivery, verbal and non-verbal-audience data will help. Should you be lively or reserved? Formal or informal? Loud at times or consistently low key? Colloquial or academic?

When making an oral presentation, you are going to be judged by one group - the audience! Audiences are not naturally hostile; they want you to succeed - to be interesting and deliver what they came to hear. They might be apprehensive, however, fearing that you will be a deadly bore, and hopeful that they will gain enough useful or entertaining information to be worth the ordeal. They show their gratitude with enthusiastic endorsement through smiles, applause, and approaching you at the end of the session with handshakes and personal thank you.

IDENTIFYING YOUR CHEERLEADERS

In every presentation, there are people who like and support you or the issue that you are presenting. Hence, you should identify those cheerleaders - who will be in your audience ahead of time and then look for them when you begin your presentation. If you don't know the members of your audience, look for the cheerleaders as soon as you begin your presentation.

In the office, your cheerleaders are easy to spot. These are the individuals who support your ideas and compliment your style.

During your presentation, the cheerleaders are those individuals who give their undivided attention, smile at you and maybe even nod in agreement.

Playing to the cheerleaders will help give you the best possible presentation.

WHAT TO TALK ABOUT?

When deciding what to talk about, you need to consider yourself as well as the audience.

Consider the following tips:

STICK TO SOMETHING YOU CARE ABOUT

It can be a topic you already know about or are willing to learn. There is absolutely no substitute for knowing your subject. You will find that it is a good idea to know more about the subject than you can cover during the speech.

BELIEVE IN WHAT YOU SAY

Avoid topics in which you will make statements of either fact or opinion contrary to what you believe. That's deadly!

DON'T FORGET

Remember the question; *"What's in it for me?"* The audience is also entitled to ask it.

Before you decide what to talk about, discover their wants. What are their interests and needs? Is there anything special to them about the speaking situation - the date, the place? Find out and incorporate it into your speech. It will add a nice touch. Is there a sensitive issue that would cause resentment or misunderstanding? If so, don't talk about it.

Talk about things you and the audience care about. Many speeches are boring because they answer questions no one is asking or discuss issues no one is interested in.

STICK TO THINGS YOU HAVE TIME TO COVER

It is better to talk about something specific than something general. Remember - you should give people something they can use at work or in their daily lives.

Don't spend a lot of time trying to come up with a jazzy title. Who cares? No one is going to remember it!

END OF SAMPLE

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