

# Public Speaking Tips

## New York Society of Security Analysts

AIM Presentations

# Presentation / Public Speaking Tips

- Beat at ease and relax – they want to hear what you have to say.
- Rehearse your presentation at least 4 times.
- Dress the part and act professional.
- Try to anticipate questions.
- Establish credibility at the beginning of your presentation.
- Give your audience an outline.

# Presentation / Public Speaking Tips

- Practice out loud – time your presentation.
- Keep eye contact with all of your audience – look for a friendly face.
- Research and know your topic.
- Know the participants in the audience.
- Admit your mistakes or that you don't know.
- Always appear to be enthusiastic.
- Get feedback from the audience.
- Don't read from the text.

# Effective Communication

- 3 elements (verbal – visual – vocal)
  - Verbal (what you say) – words you use
  - Vocal (how you say it) – how you sound
  - Visual (how you look when you say it) – appearance
- Believability of a speaker:
  - Visual (55%)
  - Vocal (38%)
  - Verbal (7%)

# Visual (6 elements)

- Eye contact
- Facial expression
- Gestures
- Posture
- Movement
- Dress and appearance

# Vocal (4 elements)

- Tone (authority and enthusiasm)
- Speed (we think at 750 wpm, but speak at 150 wpm)
  - Vary speed or the mind wanders (use pauses)
- Volume (speak loud enough)
- Clarity (pronunciation)

# Verbal

- Choose words carefully
- Content is important
- Use the language of the audience
  - Financial analysis

# Q&A

- Anticipate the questions – and know the answers
- Be concise – ask if they want elaboration
- Communicate clearly – ask if you answered their question
- Don't interrupt a questioner
  - Ask for them to restate the question if you don't understand it.



# Other stuff

- Eye contact – don't stare, but don't avoid contact
- Posture – don't slouch or be too rigid
- Hands / arms – at sides (except when gesturing)
- Face – friendly, expressive
- Gesture – energetic
- Voice – clear, varied, committed
- Humor – maybe (this should not be overused, but it is an okay ice-breaker and can put people at ease)