

EFFECTIVE COMMUNICATION: SOME ESSENTIAL ELEMENTS OF PUBLIC SPEAKING

- I. Speech Communication Explained
 - A. The effective transfer of an idea
 - B. A message received and understood
 - C. A “light bulb coming on” in the mind of the hearer

- II. Preparing the Speaker
 - A. The Speaker We See
 - 1. Appropriate clothing
 - 2. Careful grooming
 - 3. Gestures and nonverbal communication
 - 4. Posture and movement
 - 5. Deportment and behavior
 - B. The Speaker We Hear
 - 1. Volume
 - 2. Voice quality
 - 3. Skillful development of content
 - 4. Enthusiasm and tone of voice
 - 5. The use of carefully selected vocabulary
 - C. The Speaker We Know
 - 1. A life to match the message
 - 2. A clear channel of communication devoid of “noise”
 - 3. A non-distracting personal life
 - 4. Possesses the following characteristics:
 - a) Integrity
 - b) Knowledge
 - c) Confidence

- III. Preparing The Speech
 - A. Do the background “thinking” work
 - 1. Choose a subject that you can present with enthusiasm and confidence
 - 2. Research and write carefully
 - 3. Consider possible responses to audience reactions (verbal and nonverbal)
 - 4. Anticipate questions and problems, and be prepared to respond
 - B. Realize the listener's mental processes and organize by the “motivated sequence”
 - 1. The attention step
 - 2. The need step
 - 3. The satisfaction step
 - 4. The visualization step
 - 5. The action step

- C. Know the audience type and possible attitudes
 - 1. General data
 - 2. Audience's knowledge of the subject
 - 3. Audience's fixed attitudes and beliefs
 - 4. Attitude of the audience toward the speaker
 - 5. Attitude of the audience toward the subject
 - 6. Attitude of the audience toward the speaker's purpose
 - D. Organize notes carefully using note cards
 - E. Prepare an interesting opening line, story, startling statement, or statistic
 - F. Select, organize, and practice with visuals and props
 - 1. Large enough to be seen
 - 2. Appropriate for topic and audience and setting
 - 3. Able to teach and/or reinforce main ideas
 - G. Practice! PRACTICE! PRACTICE!!!!
- IV. Organizing and Preparing to Speak
- A. Mentally walk through the entire event (including your speech) from the time you enter the room until the time you leave the room
 - B. Prepare visuals and note cards well in advance
 - C. Have all materials organized and displayed in advance
 - D. Come to the site in advance in order to be familiar with its surroundings
 - E. Attend carefully to personal grooming to avoid distractions
 - F. Be familiar with key individuals to honor
 - G. Coordinate all details with contact person in advance
 - H. Be aware of the reason for the occasion and any history surrounding the event
 - I. Memorize names of key individuals
 - J. Take physical considerations into account:
 - 1. Temperature of the room (before and during speaking)
 - 2. Visibility toward and from audience
 - 3. Volume level (Test the acoustics and any amplification system to check appropriate volume levels and determine any special considerations in light of the size and placement of the audience)
- V. Equipment (Appropriate for the type of speech, etc.)
- VI. Things to Avoid
- A. Humor at anyone's expense
 - B. Negative remarks about others
 - C. Bragging (directly or indirectly)
 - D. "Showing off"
 - E. Improper formality or informality
 - F. Undue familiarity
 - G. Ignoring rules of etiquette
 - H. Coming unprepared
 - I. Making comments such as, "I'm really nervous," or "I'm not very good at this", etc.

- J. Namedropping
- K. Use of vulgarity, cliches, or slang

VII. Self-evaluation

- A. Did the “light bulb” go on?
- B. Was the “noise” eliminated?
- C. Were all possible distractions removed?
- D. Was the setting appropriate and well established?
- E. Were you as well prepared as possible?
- F. Did you perceive a positive response of understanding (not necessarily agreement with you, but a clear understanding)?
- G. Could the audience hear all of your words clearly?
- H. Did you pronounce your words clearly?
- I. Did you fulfill your objective(s)?
- J. Did you successfully respond to the “unexpected” and “the unplanned for?”
- K. Were you well groomed?
- L. Did you manage your time wisely and use every minute fully?
- M. Did you respond to the audience's verbal and nonverbal responses?
- N. Did you “Practice! PRACTICE! PRACTICE!!!!?”
- O. Did you do your best for the glory of God and the blessing of men?
- P. Did you have a “for others” focus?
- Q. Did you pray?

VIII. Final Considerations

- A. The potential influence
- B. The depth of opportunity
- C. The need of the hour