



# Presentation Skills for the 'Unprofessional' Speaker

*How to  
dramatically improve  
your public speaking  
and presentation  
skills*

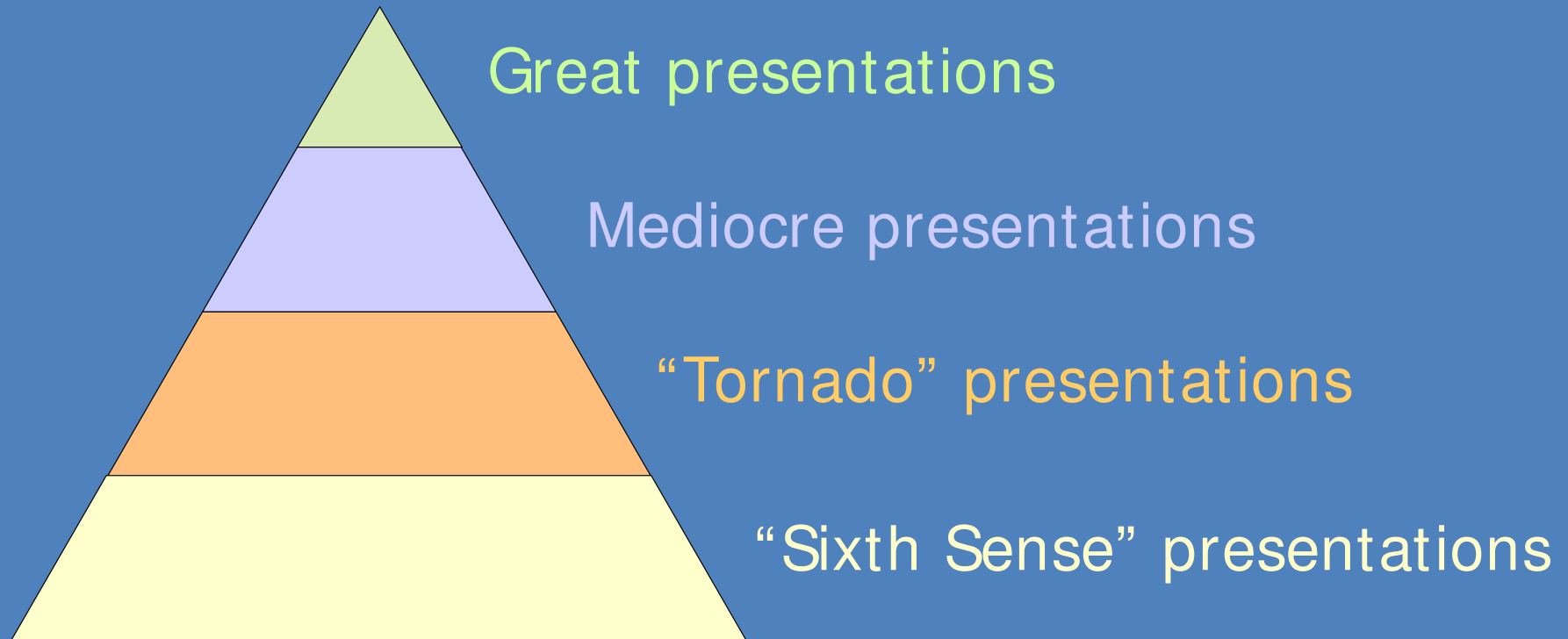
Researched, written, directed,  
and performed by  
The Guy Standing Up Front

# Purpose of This program

- To inform
- To persuade
- To entertain



# Types of Presentations



# Why Speak?

**“A good speech is the single most cost-effective marketing and public relations tool any organization can have.”**

Joan Detz

*How to Write & Give a Speech*

# Why Speak?

**“The ability to speak is a shortcut to distinction. It puts a man in the limelight, raises him head and shoulders above the crowd, and the man who can speak acceptably is usually given credit for an ability all out of proportion to what he really possesses.” — Lowell Thomas**

**Source:** “Speaking In Public” by Gill E. Wagner  
[www.linkedin.com/in/gillwagner](http://www.linkedin.com/in/gillwagner)

# Four Key Areas

- **The Situation**  
*Purpose, occasion, environment*
- **The Audience**  
*Needs/expectations, curiosity, entertain*
- **The Speaker**  
*Recognize, understand, control, conquer*
- **The Presentation**  
*Plan, prepare, present*

# The Situation

- **Purpose**

*Aristotle's Appeals...Ethos, Logos, Pathos*

- **Occasion**

*Type of event, time of day, food function, before/after*

- **Environment**

*Room, temperature, noise, lecterns, mics, A/V*



# The Situation...Occasion

- The occasion...special situations
- Time of day
- Events before/after
- Time pressures
- Murphy's Law



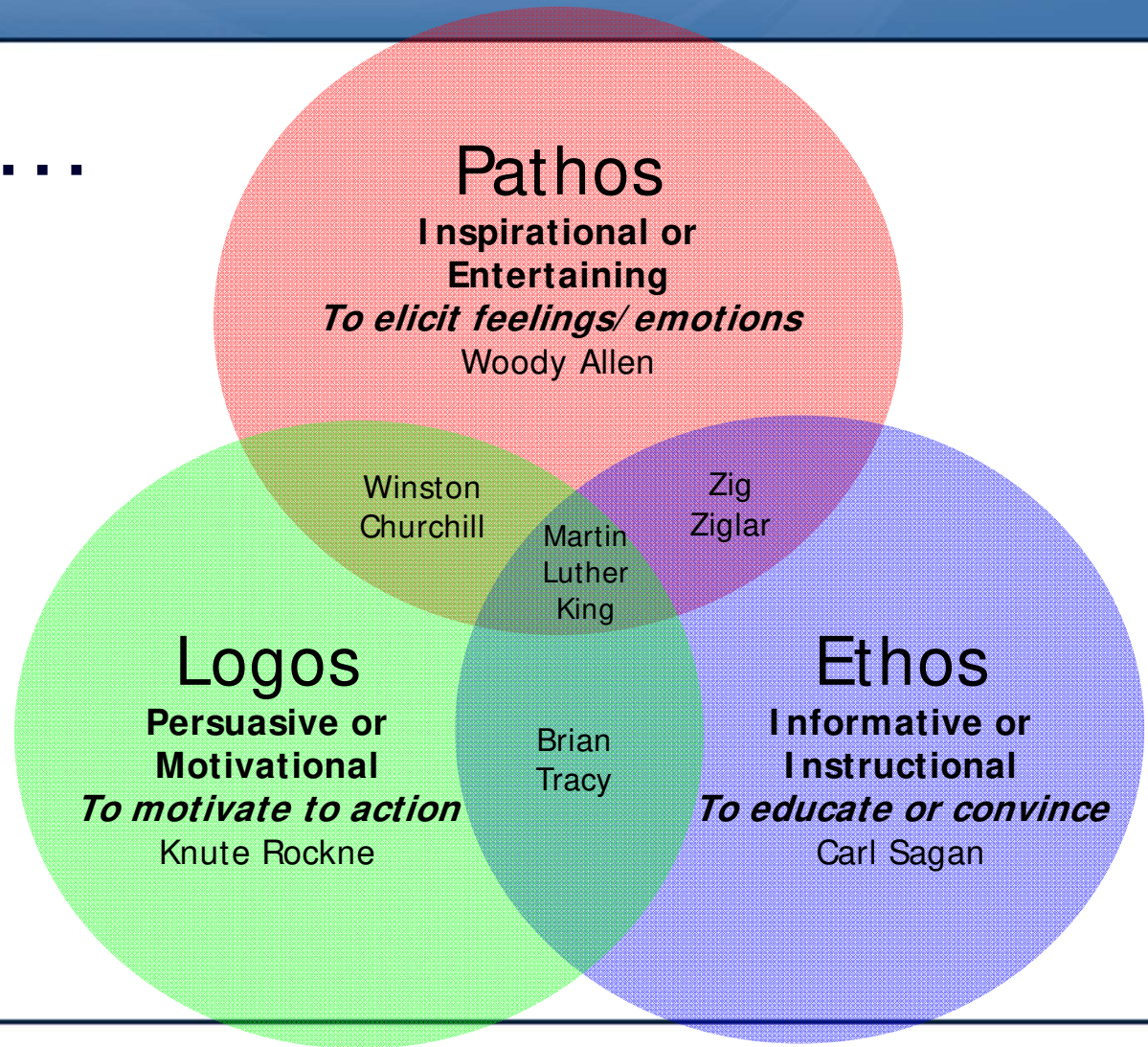
# The Situation...Environment

- Room/audience ratio
- Temperature
- Noise
- Lecterns and podiums
- Microphones
- A/V equipment



# The Situation... Purpose

## “Aristotle’s Appeals”



# The Audience

- Analyze their needs and expectations
- Arouse their curiosity
- “The Jolson Principle”

# The Audience...*Analyze Their Needs*

- Audience Awareness  
*Knowledge, attitude and feelings toward you or the subject, demographics*
- Types of Audiences
  - Uninformed
  - Apathetic
  - Hostile
  - Mixed

# The Audience...*Arouse Curiosity*

- **Choose a title that says “What?!!!”**
- Choose a *dynamite* opener
- **Seed the presentation with creative attention-getters to increasingly draw the audience in**
- Choose a *memorable* closer

# The Audience...*Arouse Curiosity*

- **Choosing a title**
  - Does it stress benefits, results, or action?
  - Does it stress WIIFM?
  - Does it reflect the theme of the program?
  - Does it elicit drama, mystery or controversy?
  - Does it stimulate the imagination and/or arouse curiosity?
  - Does it have a double meaning?
  - Does it play off a well-known title, phrase, movie, etc.?
  - Is it easily remembered?
- **Bad titles...**
- **Good titles...**

# The Audience...*Arouse Curiosity*

- ✓ Martinis, potato chips, Heather Locklear, and peanut butter sandwiches
- ✓ Marijuana, Mickey Mouse, and Music City USA



# The Audience...*Jolson Principle*

## The Jolson Principle

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Maxims

Speaking is show  
business...

Your audience  
doesn't care about  
you...they care about  
themselves...

Strive for mediocrity!

# The Speaker...*FEAR* of Speaking!

- **Personal style**
- **F.E.A.R.**
- **Just do it!**

# The Speaker...*FEAR* of Speaking!

- Recognizing, understanding, controlling and conquering fear
- **F**ailure
- **E**nvironment
- **A**udience
- **R**ehearsal

# The Presentation

- **Planning Phase**

*Research, brainstorming, central theme*

- **Preparation Phase**

*Organization, outline, development*

- **Delivery Phase**

*Personal style, audience assessment, situational assessment, presentation tips, tools and techniques, use of A/V*

Aka.....

# Creating Frankenstein's Monster

- **Scene One: The Graveyard**  
*Digging up the body parts...*
- **Scene Two: The Laboratory**  
*Stitching them together...*
- **Scene Three: The Public Square**  
*"It's alive, it's alive!!!!!"*

# The Presentation...*Planning*

- Research
- **Speaker's tool chest**
- Brainstorming and mind-mapping
- Manila folders
- Central theme or mission
- *How to Write & Give a Speech* by Joan Detz
- *Secrets of Successful Speakers* by Lilly Walters
- *How to Prepare, Stage and Deliver Winning Presentations* by Thomas Leech
- *Games Presenters Play* by Lilly Walters & Jeff Dewar

# The Presentation...*Preparation*

- Organization
- Outline  
*“The Universal Speaker’s Law”*
- Development  
*“The Magical Rule of 3”*



# The Universal Speaker's Law

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- Introduction
- Body
  - Major point #1
    - Supporting point 1-1
    - Supporting point 1-2
    - Supporting point 1-3
  - Major point #2
    - Premise (ethos)
    - Illustration (pathos)
    - Point (logos)
  - Major point #3
    - Point
    - Example
    - Point
- Conclusion

Name...

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# The Magical Rule of 3

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One more illustration...

# The Presentation...*Delivery*

- **Personal style**
- Audience assessment
- Situational assessment
- Presentation tips, tools and techniques

# The Presentation...*Delivery*

- Personal style
- Audience assessment
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# Presentation Techniques

- Quotations
- Analogies
- Definitions
- Anecdotes
- Rhetorical questions
- Direct statements
- Startling statistics
- Historical events
- Personal secrets
- Cartoons
- Games and gimmicks
- Participative exercises
- Props
- Audio/visuals



A memorable closer...

# Conclusion

**“All the great speakers  
were bad speakers at first.”**

Ralph Waldo Emerson

# Thanks for attending!



Contact me:

**Bill Wilson**

[bill.wilson@iiaba.net](mailto:bill.wilson@iiaba.net)

[QuoteNotes@gmail.com](mailto:QuoteNotes@gmail.com)