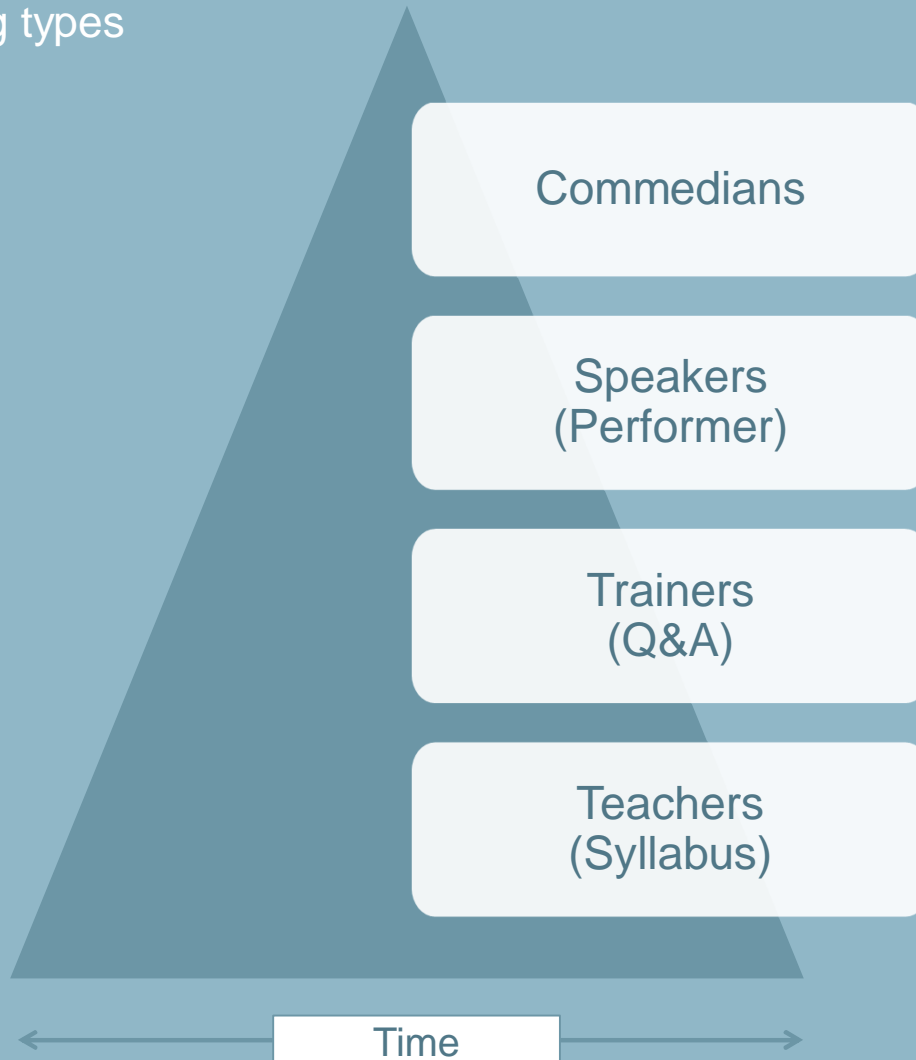


Speaking types



Massively privileged position:

- Inspire
- Influence
- Entertain

Elements of public speaking

<p>Opening statement</p> <ul style="list-style-type: none"> ▪ 3 seconds (!) to make people love or hate you ▪ Be creative, and start with a short story before you introduce yourself 	<p>System: MAPTAS</p> <ul style="list-style-type: none"> ▪ <u>M</u>ake <u>A</u> <u>P</u>oint <u>T</u>ell <u>A</u> <u>S</u>tory ▪ Timing: 80% Vignette, 20% Make a Point 	<p>Watch your body language</p> <ul style="list-style-type: none"> ▪ ONLY move with purpose ▪ When you gesture with your hands, hold the gesture in place for at least two seconds before pulling back ▪ Facial expression, voice, tone, movement, gestures, modulation 	<p>Space</p> <ul style="list-style-type: none"> ▪ Make a pause before and after an important piece in order to highlight your best material
<p>Introduction</p> <ul style="list-style-type: none"> ▪ VERY important as it gives you credibility with the audience, max 60s ▪ „It hasn't always been that way...“ 	<p>Let me give you an example</p> <ul style="list-style-type: none"> ▪ These words are the bridge between content, information, wisdom or lesson and the story that backs it up 	<p>I don't know</p> <ul style="list-style-type: none"> ▪ Even if you know, ask the audience for a name you can't remember. ▪ The idea is to connect with the audience. 	<p>Comedy Callback</p> <ul style="list-style-type: none"> ▪ Deliver a humorous statement, story or situation in your vignette and draw laughter from the audience. Later on in the speech you make reference to the humorous story and the audience laughs again
<p>Short Stories (vignettes)</p> <ul style="list-style-type: none"> ▪ Premise: the concept, the idea ▪ Problem: the conflict to resolve ▪ Pay off: the resolution of the conflict, context of learning, the „big jewel“ 	<p>Pause – Scan – Nod</p> <ul style="list-style-type: none"> ▪ The pause allows the audience a chance to do a psychological evaluation of the speakers point ▪ Scanning room helps a speaker to connect with the audience. ▪ The nod might be the best kept secret of professional speakers. 	<p>Slowdown and repeat twice</p> <ul style="list-style-type: none"> ▪ Become aware of the speed in which you speak. Slowing down helps to engage with the audience 	<p>Self deprecating humor</p> <ul style="list-style-type: none"> ▪ humor is the ultimate payoff. One of the most effective forms is self deprecating humor, where we poke fun on ourselves. This type of humor creates huge payoffs because it takes the audience by surprise

Gestures



Gestures



The Leveller

Symmetrical physiology; upright, moving hands, palms down in downward movement and spreading long the way.

“This is the way it is, it is true”

For ladies: The Leveller Is especially important for woman to use to gain fast credibility with groups of men and women.



The Placator

Symmetrical open physiology, palms up, moving in an upward direction.

Says 'help me', 'I'm open', 'I want to please you'.



The Distractor

Asymmetrical physiology, angular, disjointed and incongruent

'I don't know, it's not my fault'.

Primarily used in an entertaining 'joker' style exchange to maintain interest and perhaps provide humor.



The Blamer

Asymmetrical, leaning forward, and pointing the finger.

'Its your fault, it's down to you'.

Often used in an entertaining 'joker' style exchange to maintain interest. Because it is so strong and "in your face" my suggestion is to only use it with intention.



The Computer

Asymmetrical, hands-on chin or arms folded, think pose, academic lecturer stance authority.

'I'm reasonable, logical and sensible, here are the facts'.

Also a good stance to adopt when listening to comments/questions from participants, says 'I'm listening to you and considering your words carefully'.

Summary speaking elements, gestures

Elements

- Use the space, i.e. different position for
 - Good / bad messages
 - Introducing yourself or talking about yourself today / in the past
- Opening statement
- Introduction
- Short stories (vignettes)
- System: MAPTAS
- „Let me give you an example...“
- Watch your body language
- The pause – scan – nod
- I don't know
- Slowdown and repeat twice
- Space
- Comedy Callback
- Self deprecating humor

Gestures

- Use gestures
 - The **Leveler**
 - The **Placator**
 - The **Distractor**
 - The **Blamer**
 - The **Computer**
- Modulate voice, tone, pitch, speed
- Use questions instead of statements to engage with the audience
- Make use of the speaking elements to connect with the audience

