

HANDOUT

The Importance of Listening

- Most of time spent listening while communicating
- Each listener comes with his/her frame of reference (“screen”)
- Each screen represents the knowledge, experience, values, and attitudes of a person
- A speaker must adapt his/her message to the particular audience being addressed
- There is a difference between “hearing” (physiological) and “listening” (analytical)
- Two types of listening: mindless (passive) vs. mindful (active)
- Listening process: hearing > attending > understanding > responding > remembering
- Ineffective listening: pseudo / selective / insulated / defensive / insensitive / stage hogging / ambushing
- Types of listening responses: understanding vs. giving direction

Developing Confidence

- Public speaking is a skill developed through practice, repetition and training
- Even great speakers feel some fear before delivering their speeches (stage fright)
- Common symptoms include: shaky hands / blushing / memory loss / nausea / knocking knees
- Causes: fear of unknown / losing control / no enthusiasm / no preparation / too much information
- Tips: know your material / keep breathing / remain hydrated / refresh your memory / be punctual / smile
- Voice control: volume / pitch / rate / articulation / pause
- Body control: eye contact / gestures / nervous tics / posture / objects
- Space control: visibility / movement control / audience proximity
- Common distractions for the audience: fillers / swaying / pacing / hands in pockets / lip biting / fidgeting

Preparing the Pitch

- Breaking the ice is crucial at the beginning of any public speech to build rapport with the audience
- Building rapport benefits speakers because people listen to people they like
- Open the pitch by introducing yourself or your topic :: *why should they listen?*
- Hook the audience through your interaction with them :: *surprise them*
- Present main ideas in best way you see fit (chronological / spatial / causal / problem-solution / topical)
- Maintain a clear structure :: *keep the pitch flowing with well-placed signposts and transitions*
- Share supporting evidence :: *keep answering the “who cares?” question*
- Provide memorable examples :: *use striking adjectives and images*
- Use short sentences :: *give time for each idea to settle*
- Use visual aids efficiently :: *boost understanding and create impact*
- Stay focused on the audience :: *keep listening for non-verbal cues*
- Prepare the audience about the nearing end of your pitch :: *summarize key main points*
- Conclude the pitch in best way you see fit (crescendo / fade out) :: *finish strong*

KEEP IT SIMPLE, COHERENT, AND TWO-WAY



Public Speaking



Written Communication



Strategic Branding

