

Developing Your Presentation and Public Speaking Skills pt3

Activate your true potential today!



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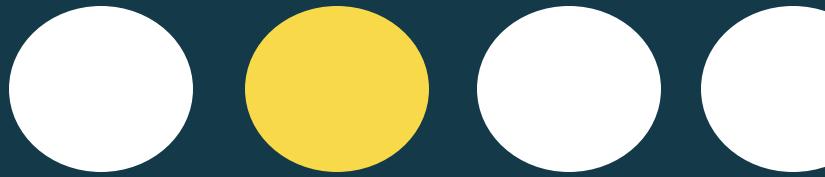


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Key Points Summary

Making Your Message Memorable

- Imagery and Vivid Language:
 - Use descriptive words to create mental pictures that appeal to the senses.
 - Examples:
 - Sight: "pitch black," "sky blue"
 - Smell: "fresh baked," "salt air"
 - Taste: "tangy," "crispy"
 - Touch: "bumpy," "sweltering"
 - Vivid language makes your speech more engaging and helps the audience visualize your message.
- Analogies:
 - Compare two things to clarify or explain an idea.
 - Examples:
 - "Blind as a bat"
 - "Finding that lost dog is like finding a needle in a haystack."
 - Analogies help simplify complex concepts and make them relatable.
- Third-Party Stories:
 - Share stories about others to illustrate points.
 - Example: "A client we worked with last year overcame this same challenge by..."
 - This technique creates a safe environment and adds credibility to your message.

The Rule of Three

- Present ideas in groups of three for better engagement and retention.
 - Examples:
 - "Government of the people, by the people, for the people."
 - "Good for workers, employers, and communities."
 - The Rule of Three is inherently memorable and impactful.

Positioning Numbers for Impact

- Present numbers strategically to enhance perception:
 - Reduce large numbers: "Training costs just \$250 per employee per year" instead of "\$250,000."
 - Expand small numbers: "Earn \$60,000 annually from this product" instead of "\$25 per sale."
 - Adjusting perspectives helps make numbers more relatable or impactful.

Using Open-Ended Questions

- Ask open-ended questions to encourage dialogue.
 - Examples:
 - "Which option do you think would work best?"
 - "How would you approach this challenge?"
 - Open-ended questions promote engagement and active participation.

Exercises

Exercise 1: Create Vivid Descriptions

Write a vivid description for each sense based on your topic:

- Sight:

Example description

- Smell:

Example description

- Taste:

Example description

- Touch:

Example description

Exercise 2: Develop an Analogy

- Pick a complex idea or process in your presentation.

- Write an analogy to simplify it:

- Complex idea:

- Analogy:

Exercise 3: Practice the Rule of Three

- Write three key points for your next presentation: 1. 2. 3.
- Craft a sentence to emphasize these points using the Rule of Three.

Exercise 4: Reframe Numbers

- Take a large number from your presentation and reframe it to seem smaller.
 - Original:
 - Reframed:
- Take a small number and expand it to seem larger.
 - Original:
 - Expanded:

Exercise 5: Open-Ended Questions

Write three open-ended questions to ask during your presentation:

Q1

Q2

Q3

Activities for consolidation

Activity 1: Apply Vivid Language and Analogies

- Record yourself delivering a portion of your presentation using vivid language and analogies.
- Review your recording or ask a peer for feedback on clarity and engagement.

What did you learn from the feedback?

Activity 2: Rule of Three in Action

- Choose a topic and create a 3-minute speech using the Rule of Three.
- Deliver it to a small group and ask for feedback on how memorable the points were.

What did you learn about using groups of 3

Activity 3: Reframe Numbers in Real-Life Scenarios

- Take a financial figure from your work or personal project.
- Reframe it to make it more impactful, then share it with a colleague or friend.
- Note their reaction and refine your approach if needed.

Activity 4: Open-Ended Questions in Discussion

- Host a small meeting or conversation.
- Use open-ended questions to guide the discussion and encourage input from participants.
- Reflect on how this influenced the engagement level.

What observations did you have from this exercise?

Additional Notes and Reflections

Use this section to jot down any additional tips, reflections, or personal experiences that resonate with you during your learning journey.

My Notes and Reflections

Summary

Advanced techniques like vivid language, analogies, and the Rule of Three are powerful tools to captivate your audience. Practice and refine these methods to make every presentation an impactful one!

Good luck on your journey to mastering public speaking!

“A great presentation is not about transferring information; it’s about creating an unforgettable experience.”