



YESTERDAY, TOMORROW AND FINANCE
2020 CSMFO ANNUAL CONFERENCE
JANUARY 28-31, 2020
DISNEYLAND CA

The Art of Public Speaking

Instructor: Phil Bertolini
Co-Director, Center for Digital Government
e.Republic

CSMFO Pre-Conference Training
January 28, 2020



Introduction/County Stats

- **Co-Director, Center for Digital Government, e.Republic**
 - Responsible for County and City CIO initiatives
 - Goal is to “Make Government Better”
 - 31 years of government experience
 - Former Deputy County Executive/CIO, Oakland County, Michigan

Purpose

This course will focus on the skills necessary to effectively present to groups of all sizes.

Purpose

Many finance officers consider public speaking to be their lowest priority but in reality, they cannot perform their functions without effectively communicating with the public and various governmental groups.

Purpose

This course will provide a hands on experience where everyone will have the ability to present to a group on various topics. An attendee should expect to have the requisite skills and be qualified to present in front of people by the end of this course.

WHY

TED Video

Simon Sinek

**“How Great Leaders Inspire
Action”** (18 minutes)

Source: [Ted.com](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

WHY

Provide

Serve

Help



\$FINANCES\$



Government Professionals

Love to Speak

in Public!

How confusing can it be???



YouTube Video

Charlie Chaplin: The Greatest Speech Ever Made (4 minutes)

Source: YouTube

FEAR

Recent Study

People are more
afraid of public
speaking than
DEATH!



The Fear

This public speaking stuff is;

- **Scary**
- **Difficult**
- **Uncomfortable**
- **Embarrassing**
- **Unwanted**

The Fear

What are you afraid of?

- **Failure**
- **Embarrassment**
- **Passing Out**
- **Throwing Up**



Adrenaline

A photograph of a horse race starting gate. Five horses and their jockeys are positioned in the numbered stalls (1-5). The horses are dark-colored, and the jockeys are wearing colorful silks. The race is taking place on a dirt track. In the background, there are green hills and a white building. The word "Adrenaline" is overlaid in large white text.

Adrenaline

TED Video

Megan Washington

(13 minutes)

Source: [Ted.com](https://www.ted.com)

Opportunity



The Opportunity

This public speaking stuff is;

- **Thrilling**
- **Motivating**
- **Engaging**
- **Rewarding**
- **Full of Ideas and Story Telling**

The Opportunity

How do I prepare for success?

- **Believe you know more than the people you are talking too**
- **Practice in front of a mirror**



The Opportunity

How do I prepare for success?

- **Believe you know more than the person you are talking to.**
- **Practice in front of a mirror.**
- **Harness the Adrenaline Rush.**
- **Show your passion and have fun!**

YouTube Video

Oakland County: Esri UC 2017
(10 minutes)

Source: YouTube

Troupe

Endeavor

Group

Endeavor

Group Activity

Elevator Speech

**How many floors will it
take for you to learn
about me?**



What is an Elevator Speech?

- **Intro to who you are.**
- **Intro to who they are.**
- **Brief content to be remembered by.**
- **The first look into your WHY.**

How Will We Give

our Elevator Speeches

**Pair up with someone at
your table.**

**You each have one minute to
make an impression!**

How Will We Give our Elevator Speeches to the Class

**Prepare to give your speech
to the entire class.**

**You each have one minute to
make an impression!**

What We Learned

from our Elevator Speeches

- **It is hard to talk about ourselves.**
- **We must be concise.**
- **We must listen carefully.**
- **We need to practice our message.**
- **We must enjoy what we do!**

Components of Speech

- **Voice**
- **Appearance**
- **Subject**
- **Perception**

Your Voice

- **Volume**
- **Diction**
- **Pace**
- **Clarity**
- **Pitch**





Your Voice

- **Volume**
- **Diction**
- **Pace**
- **Clarity**
- **Pitch**
- **Pauses/Filler Words**



Group Activity

How Will We Exercise

our Voice

Divide class into two groups.

**Leave the room and head
outside to see if we can hear
each other!**

**My Filler
Word(s)**

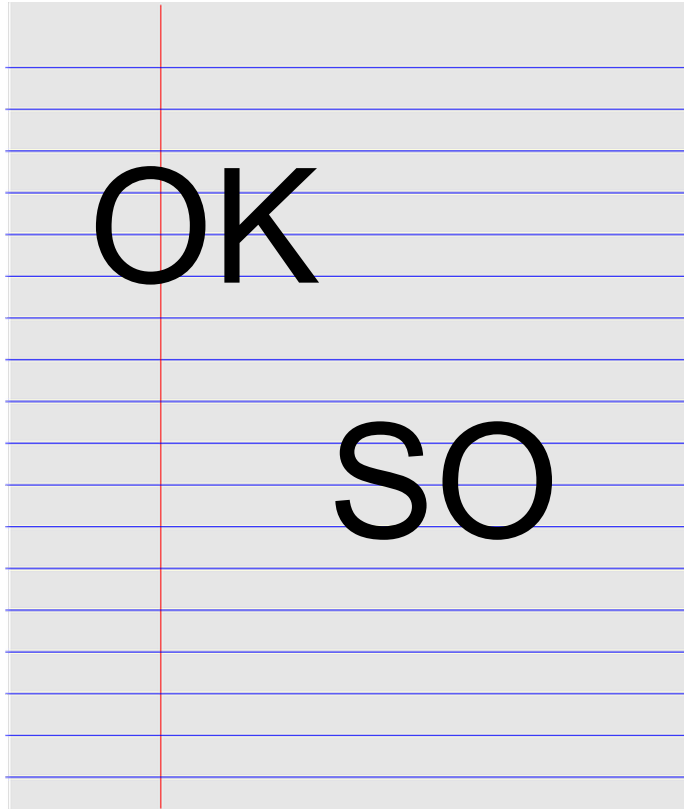
OK OK OK OK
OK OK OK OK
OK OK OK OK
OK OK OK OK
OK OK OK OK

In a 20 Minute Speech!

so so so so
so so so so
so so so so
so so so so
so so so so
so so so so
so so so so

In a 20 Minute Webinar!

Defeating Filler Words



- Trick your brain by writing your **Filler Word** on a piece of paper
- Keep the **paper** in front of you while you do your speech
- You will **DEFEAT** your **Filler Word!!**

Your Appearance

- **Authority**
- **Attire**
- **Stature/Posture**
- **Movements/Gestures**



Group Activity

How Will We Exercise

our Movements

Pair up with someone at your table.

**You each have one minute to explain
a topic with only gestures!**

Your Subject

- **Who knows more about your topic?**
- **Be yourself and leave them wanting more**
- **Avoid distractions**
- **Avoid trying to cover too much!**



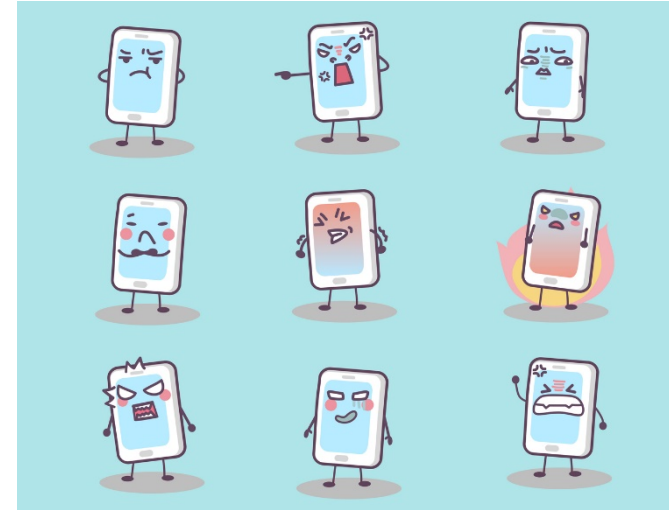
YouTube Video

Where Good Ideas Come From (4 minutes)

Source: Steven Johnson

Perceptions

- Fear
- Opportunity
- Will they like me?
- Just be me!



Introverts

vs

Extroverts

Introverts

- **Thoughtful**
- **Alone time**
- **Deep thinkers**
- **Contemplative**
- **Stubborn?**
- **Awesome!**

Extroverts

- **Quick to action**
- **Group leaders**
- **Think out loud**
- **Demanding**
- **Boisterous?**
- **Awesome!**

Group Activity

How Will We Determine if we are Extroverts or Introverts?

**Divide class into two groups...self
proclaimed extroverts and introverts.**

**Pair off (extrovert & introvert)and
introduce yourselves to each other!**

Perceptions

Its Not About the Nail

(2 minutes)

Source: www.jasonheadley.com

Four

Public Speaking **Myths**
To Stop **Believing** (And
Tips From Actors To Use
Instead)

Rachel Bellack – Forbes Magazine 2018

1

Begin With
Humor

2

Connect With
Your Audience

3

Be Yourself

4

Rely On The
Facts

Group Activity

What is an Impromptu Speech?

- **Select a Topic**
- **Prepare Comments**
- **Give your speech...have fun!**

How Will We Give

our Impromptu Speeches to the Class

**Prepare to give your speech
to the entire class.**

**You each have one minute to
have fun!**

What We Learned

from our Impromptu Speeches

- **It is hard to develop a speech on the fly.**
- **We must relax and have fun.**
- **The audience has no idea what we are doing.**
- **Imagination is everything!**

Take-Aways

#1

Turn **FEAR** into
OPPORTUNITY!

#2

You **PREPARED** the
speech and the other
person **DIDN'T!**

#3

The only way to be **GOOD**
at public speaking is to
DO IT over and over
again!

#4

**GOVERNMENT
PROFESSIONALS** are
leaders who must
COMMUNICATE everyday!

#5

**PUBLIC SPEAKING is
BETTER than DEATH!**

Finally....

Speak

Speak

Speak

**The more you speak, the better you
will be!**



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Thank You for Attending

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