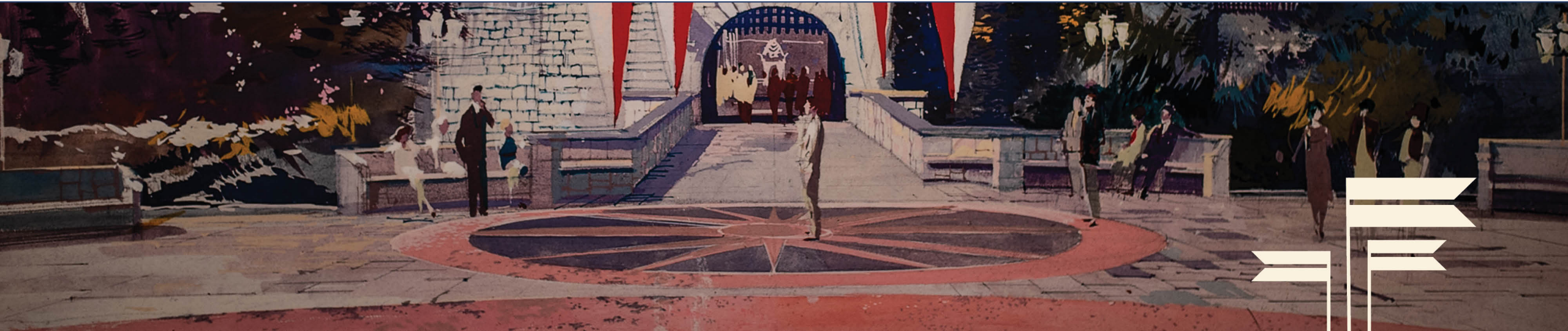




YESTERDAY, TOMORROW AND FINANCE
2020 CSMFO ANNUAL CONFERENCE
JANUARY 28-31, 2020
DISNEYLAND CA



Public Speaking & Presentations For Finance Professionals





SPEAKER PRESENTATION

YESTERDAY, TOMORROW AND FINANCE
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Topics of Discussion

- Uses for Public Speaking
- Fear of Public Speaking
- Effective Communication
- Focus on Non-Verbal Communication
- Presenting with PowerPoint
- Wrapping Up



When Would You Use Public Speaking?

- Presentations
- Trainings
- Interviews
- Meetings (e.g. board, staff)
- Networking
- Leadership
- ****ANY Social Situation****



What Makes a Speaker Memorable?

- Knowledgeable
- Evokes Emotion
- Funny
- Engaging
- **Charismatic**
- **Confident**



Top 10 Fears & Phobias

1. Public Speaking
2. Heights
3. Bugs/Snakes
4. Drowning
5. Blood/Needles
6. Claustrophobia
7. Flying
8. Strangers
9. Zombies
10. Darkness



What is Fear?

noun –

A distressing emotion
aroused by impending
danger, evil, pain, etc.

Whether the threat is
real or imagined



What is “Fight or Flight”?

- Automatic Response
- Physiological Symptoms
- Rewire Your Response



Have You Recorded Yourself?

- Fastest Way to Get Better
- Look for Nervous Ticks



What is Effective Communication?

55% Body Language

38% Vocal Tone

93% “Non-Verbal”

7% “Verbal” (e.g. words)

100% Effective Communication



Body Language

- Posture
- Facial Expressions
- Gestures
- Composure

Steve Three S's

1. Sit/Stand Tall
2. Smile
3. Slow Down



Eye Contact

- Information
- Intimidation
- Intimacy
- Influence



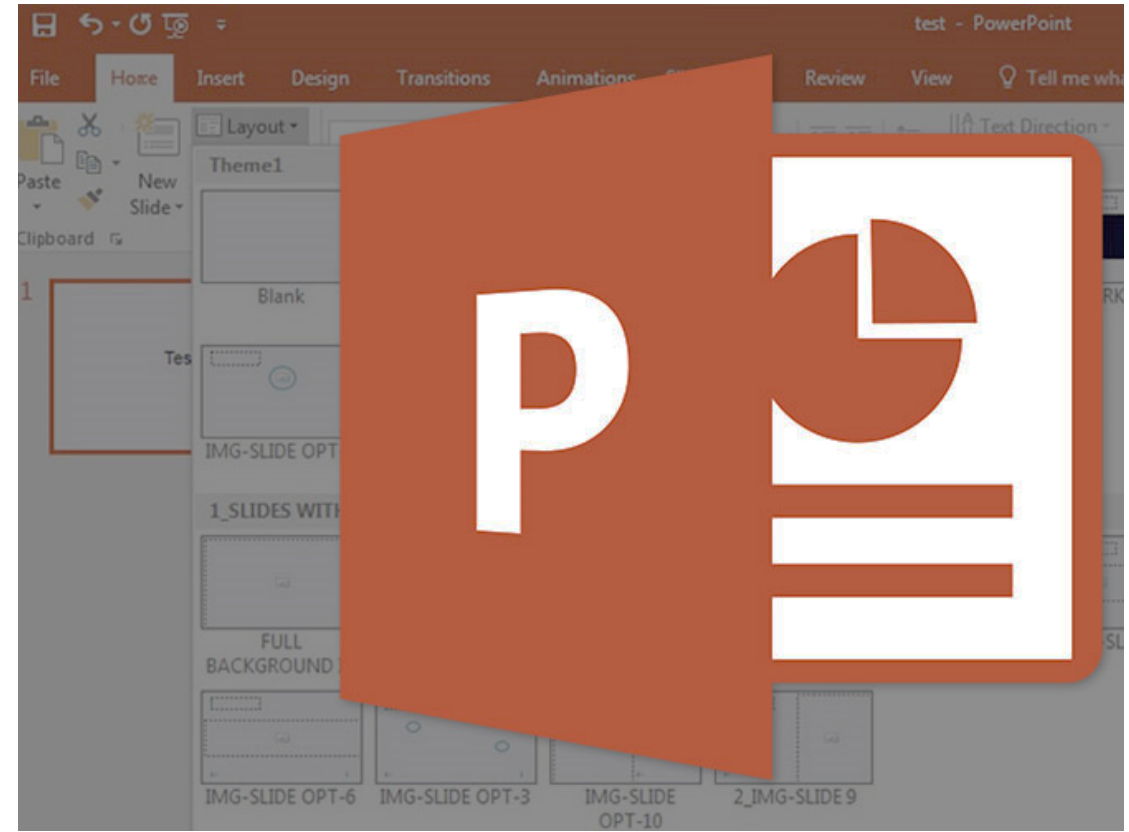
Vocals

- Tone
- Volume (loud)
- Pitch (high/low)
- Speed (slow/fast)
- Pauses



Death By PowerPoint

- Less is MORE
- Slides are a guide
- Images can help
- Use animations?
- Do not read slides



Summary

- Overcome the Fear
- Focus on the 93%
- Body Language
- Eye Contact
- Vocals
- Use of PowerPoint



Amy Cuddy's "Power Pose"

"Your Body Language Shapes Who You Are"

2012 TED Talk

56 million views

Social psychologist

Faculty at Rutgers, Kellogg School of Management, Harvard Business School





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*“People will forget what you said,
people will forget what you did,
but people will never forget how you made
them feel.”*

- Maya Angelou, American poet

Steve Yu, MBA

CFO, UCLA Law

 *steveleeyu*