



Public Speaking for Finance Professionals

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<u>AGENDA</u>

Uses for Public Speaking

Fear of Public Speaking

Effective Communication

Focus on Non-Verbal Communication

Wrap Up



Uses for Public Speaking

- Presentations and Trainings
- Interviews
- Meetings with Board; Staff
- Auditors
- Networking
- Leadership
- **ANY Social Situation**





Memorable

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





Top Ten Fears & Phobias

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





Fear Defined

noun -

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

Whether the threat is real or imagined





"Fight or Flight"

- Survival mechanism
- Automatic response
- Physiological symptoms
- Rewire your response





Record Yourself

- Sound/look awkward
- Fastest way to get better
- Look for nervous ticks





Effective Communication

55% Body Language
38% Vocal Tone
93% "Non-Verbal"

<u>7%</u> "Verbal" (e.g. words) 100% Effective Communication





Body Language

- Posture
- Facial Expressions
- Gestures
- Composure

Steve Three S's

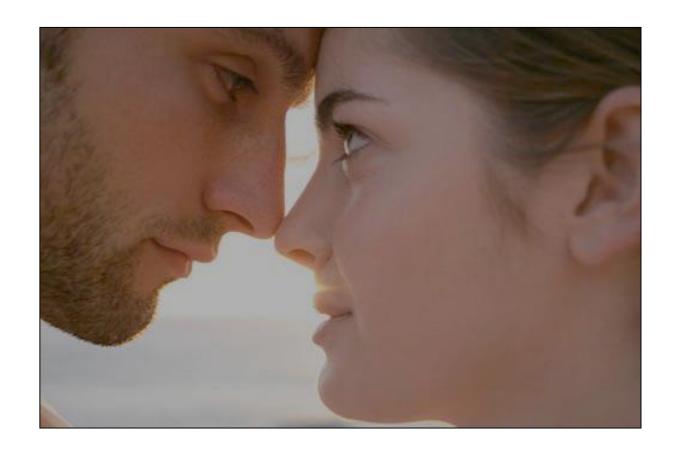
- 1. Sit/Stand Tall
- 2. Smile
- 3. Slow Down





Eye Contact

- Information
- Intimidation
- Intimacy
- Influence





Voice/Speaking Techniques

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





<u>Summary</u>

- It's Important
- Overcome the Fear
- Focus on the 93%
- Body Language
- Eye Contact
- Vocals





Power Pose

"Your Body Language Shapes Who You Are"

By Amy Cuddy 2012 TED Talk 64 million views











"People will forget what you <u>said</u>, people will forget what you <u>did</u>, but people will never forget how you made them <u>feel</u>."

- Maya Angelou, American poet

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